

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, OCTOBER 17, 1906.

No. 3.

IF YOU HAVE A

## Christmas Proposition

YOU CAN PLACE IT IN

## 1,500,000 AMERICAN HOMES

by inserting it in December (CHRISTMAS) issue of The Woman's Magazine of St. Louis. Articles for Christmas giving will be purchased in all of these 1,500,000 HOMES, and there is no reason why **your** article should not be the one purchased, if your copy will convince the people that it is appropriate for their purpose.

Very last December forms close in St. Louis, November 10th, to enable us to have the entire 1,500,000 copies in the mails by December 1st, giving readers ample time to answer advertisements and make purchases *before* Christmas.

Remember, November 10th is **last** closing date.

Better get started on your CHRISTMAS COPY right now.

## The Woman's Magazine

(Largest in the World)

CHICAGO:  
First Nat. Bank Bldg.

ST. LOUIS, MO.

NEW YORK:  
Flat Iron Building

Below is the title page of a 500-page book that will be issued November 1, 1906. The subscription price is one dollar, but a free copy will be sent by mail to every subscriber to **PRINTERS' INK** who sends in his subscription before November 1, 1906.

# NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT)

COMPRISING

- 1.—The Star Galaxy ★
  - 2.—The Gold-Mark Papers (◎◎)
  - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly  
(or ever thought they did)

ACCORDING TO THE RATINGS ASSIGNED IN THE LATEST EDITION OF  
ROWELL'S AMERICAN NEWSPAPER DIRECTORY

EDITED BY

GEORGE P. ROWELL

Founder of the Advertising Agency of Geo. P. Rowell & Co., March 5th, 1865—  
retired July 31st, 1905.

Founder of Rowell's American Newspaper Directory in 1866, the first serious effort ever made  
to ascertain and make known the Circulations of Newspapers that  
compete for Advertising patronage.

Founder of **PRINTERS' INK** in 1888: A Journal for Advertisers, the first  
periodical ever established for the serious discussion of  
Advertising as a business force.

Author of **FORTY YEARS AN ADVERTISING AGENT**, an epitome  
of the growth and progress of Advertising  
in America.



**PRINTERS' INK PUBLISHING CO.**

**NEW YORK**

1906

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.  
VOL. LVII. NEW YORK, OCTOBER 17, 1906. No. 3.

## VALUE OF FOLDER ADVERTISING.

NOT TRUE THAT MAIL ADVERTISING HAS BEEN OVERDONE—FOLDERS AND LETTERS THE CHEAPEST FORM OF APPROACH WHEN RIGHTLY USED—THE MAIN POINT IS PERSISTENCE—KEMBLE & MILLS, PITTSBURG, HAVE SENT OUT A PIECE OF MAIL ADVERTISING EVERY TWO WEEKS FOR NEARLY TEN YEARS—THE ONLY ADVERTISING USED, IT HAS BUILT UP ONE OF THE LARGEST COLLECTION AGENCIES IN THE WORLD.

One of the leading New York agencies makes a specialty of mail advertising, preparing for a large list of clients series of folders, mailing cards and form letters that, in most cases, constitute the only publicity employed by those clients. The other day one of the officers of this agency undertook to tell a PRINTERS' INK reporter some facts about the merits of this medium.

"Advertisers have several fallacies about mail advertising," he said. "Some of them take it for granted that the folder, mailing card and circular letter have been overdone. The statement is a commonplace—or what the New York *Sun* calls a 'bromide.' Disgusted by the large mass of cheap, ordinary stuff that comes in their own mail, they refuse to consider this medium. A worse error is found among advertisers who are really willing to try mail advertising. That is the widespread notion that a campaign must consist of a certain number of pieces, to run so many weeks or months, and then, whether it shows returns or not, it must stop.

"The first virtue in mail advertising is persistence. The most successful folder advertising ever done in this country is that of Kemble & Mills, the Pittsburg collection agency, where for nearly ten years a piece of mail advertising has been sent out every two weeks. The backbone of that concern is James W. Mills, who established it without capital. He was formerly with another collection agency, and had nothing except his knowledge of the business and his youth. There was not even a nucleus of clients to start upon. Mr. Mills had faith in advertising, but for some time did not see how he could advertise. He wanted manufacturers and wholesale houses as clients—big concerns with a steady percentage of bad debts to be collected. These houses were scattered through from twenty to fifty different lines of business, so that trade journals were out of the question. A cheap, efficient method of approach was needed. Finally he began with a small list of manufacturers and jobbers, sending out circular letters and folders alternately. From that time to this the mailings have been not only persistent, but made regularly. On a certain day in every other week a piece of advertising goes out as promptly as a publication. When a man once gets on the Kemble & Mills mailing list, he never gets off, even though he develops into a client. The first small list has grown until it now embraces about 8,500 names. More than 1,000,000 pieces of matter have been sent out, and the steady hammering has operated in a way that would have

been impossible with spasmodic advertising of any sort.

"But at no time in the campaign has it been possible to trace results. Mr. Mills once tried to figure what each inquiry cost him, and made it \$50 or more. But he admitted that his figure was based on no definite knowledge, and has been content to go ahead, taking only the growth of the business as an evidence of productiveness. Kemble & Mills Of Pittsburg, as this agency is incorporated in name, is to-day not only one of the largest concerns of its kind in the world, but also one of the most widely known for honorable dealings, promptness and efficiency. It might be well to say, in explanation of methods, that it never asks a subscription fee of clients, makes no charge unless bills are collected, renders prompt reports and remittances, and is thoroughly business-like. No ingenious system of dunning is employed. You are a manufacturer, and have a debt that you have been unable to collect. You forward to Kemble & Mills a draft on your debtor, and they first put it through a bank in regular form. If it comes back dishonored, they place the account into the hands of a local attorney, and he first calls and then sues. The agency has so wide a reputation for the promptness of its methods that many delinquents pay up when they know that Kemble & Mills are after them."

"What sort of matter is sent out?" asked the reporter.

"Some of it is short and snappy, in the shape of cards with a few sentences. The circular letters are longer—explanatory. Occasionally a booklet is mailed, with a full description of methods, rates, etc. What the letters are

degree of efficient service, ask him a few questions.

Ask him if he has seen the Kemble & Mills list of references.

Ask him if he is aware of the magnitude of the K. & M. business.

Ask him—if the circumstances are as he claims—how K. & M. hold their clients year in and year out.

Ask him whether he wants you to believe that oaks do grow from cabbages—

That a successful and prosperous business can be reared and maintained if it is not properly managed and based on correct principles.

While we are on the subject we would like to have you ask these questions of yourself.

The correct answer to them is—you need our service in your business.

It has become a habit with us to state in each piece of advertising matter that we ask No Subscription Fee, make Prompt Reports and Remittances, and make No Charge unless we Make the Collection.

Just to get acquainted send for our free book of Red Drafts.

Yours very truly,

KEMBLE & MILLS OF PITTSBURG.

"A straight line is the shortest distance between two points."

It is a great more economical than a crooked line—it gets there quicker.

The work of this collection is done along straight-line methods.

When we organized this business some years ago we were confident that we had the right idea—it was only a question of perfecting the system.

One by one we have discovered the crooked points and untwisted them—yanked them out straight and true.

Now, our business has absolutely no kinks in it—it is the shortest possible distance between two points—your debtor's bank account and yours.

For this reason we claim to be able to make collections quicker and more economically than can be done in any other way.

We make that claim good every day and think we should have a chance to prove it to you.

It is easy and safe to put us to the test, as we ask No Subscription Fee, make Prompt Reports and Remittances, and Make No Charge unless we Make Collection.

The proper way to start is to write for our free book of Red Drafts.

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you can judge from these specimens. Observe that each starts out with some figurative fact not immediately connected with the business. It may be an illustration drawn from botany, geometry or what not, but it catches the attention, and when that has been accomplished the transit to business is quickly made. These letters are all forceful and original in appeal. But they are never

(Continued on page 6).

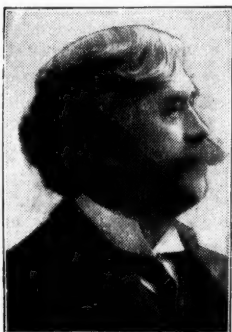
If a man took you out on his lawn, showed you a tall and stately oak, and assured you that he raised it from a cabbage, you might not call him a liar. But you would know that he was one.

The tree is like the seed from which it sprang.

When anybody attempts to tell you that this agency is based upon wrong foundations, is not properly managed, or does not give the highest possible



## **Homestead Trio (three of the Pierce Publications) "More Than Pleases" the Advertiser.**



The Pierce Publications comprise three weeklies, composing "the Homestead Trio," and two high-class monthlies. Here is a recent expression of an advertiser's satisfaction with results from "the Homestead Trio":

AMES, Iowa, Oct. 2, 1906.

*Homestead Co., Des Moines, Iowa:*

GENTLEMEN—We are more than pleased with the results from our advertisement of "the Akin Husker," in "the Homestead Trio," composed of your three valuable papers, **The Wisconsin Farmer**, of Madison, Wis.; **The Iowa**

**Homestead**, of Des Moines, Iowa, and **The Farmer and Stockman**, of Kansas City, Mo. Every mail brings us orders traceable to your papers. We have received orders from wherever your papers circulate, and the orders indicate that your circulation extends all over the United States, as well as into Canada, for we received an order from a Canadian farmer who said he had noticed our "ad" in **THE HOMESTEAD**. We feel that we made no mistake when we placed our advertising in your three papers, and expect to continue same as the seasons come and go.

Respectfully,

SMITH & DAVIS (per M. K. Smith),  
Manufacturers of "the Akin Husker."

There is no mystery about such results as the above. **THE WISCONSIN FARMER** has 30,000 circulation in Wisconsin and Minnesota; **THE IOWA HOMESTEAD** 85,000 in Illinois, Iowa, Nebraska and South Dakota; the **Kansas City FARMER AND STOCKMAN** 51,000 in Missouri, Kansas and Oklahoma; total, 166,000 in these nine rich States, and absolutely no duplication. Advertising space, 55 cents a line for all three, with generous discounts for large space and for cash.

The Pierce Publications also include **THE HOMEMAKER**, for farmers' wives, with 120,000 circulation, and **THE FARM GAZETTE**, with 60,000 circulation, both monthlies. Space in all five, 346,000 circulation, \$1 per line, flat.

**Central Office - - DES MOINES, IOWA.**

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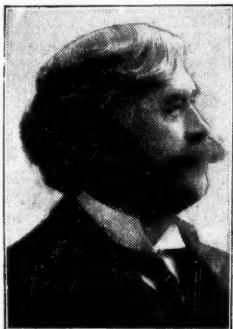
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'clever.' No fireworks display. Their force is simply the force of logic. One man has written all this matter from the beginning, and its attractiveness has depended largely on being just a little bit ahead of the common run of mail advertising. Cutout folders were used long before they became common, for instance. A business man receiving the Kemble & Mills stuff soon learns to look for something fresh in form. The writer of this advertising has received many other clients from houses that asked Kemble & Mills who wrote their advertising."

"Is there any mystery about the mailing list?"

"None whatever. It is made up from sources open to anyone—the Dun and Bradstreet reports. Letters are always sent out under two-cent postage, and printed matter with one-cent stamps. Starting from nothing, this house has built up a clientele that comprises over 2,000 firms. Little salesmanship on the road, as soliciting or other methods of getting business have been used. So it is fair to assume that mail advertising built up this business. The book of red drafts mentioned in each letter paves the way for business—it is a book of forms to be used in forwarding bad debts for collection.

"One thing about mail advertising of this character is almost sure to disappoint the man who takes it up for the first time. That is the modest percentage of results and the slowness with which an impression is made. Time and time again we have started advertisers on a mail campaign, warning them that a year's work is needed to demonstrate returns, and that even then results will be felt rather than seen. The advertiser starts, and after three months' work is likely to quit, disappointed. No spectacular percentage of returns can be expected, even after years of work. But it is reasonable to look for a ten per cent return on expenditure, and some firms realize twenty per cent. It takes at least a

year, in most cases, to get a good mailing list. We usually send out the first few pieces under two-cent postage, with notice to postmasters to return if not delivered. The proportion of dead names weeded out of even the choicest mailing list by this method is surprising—it demonstrates clearly what an immense margin of waste must be included in the campaign that comprises only a few weeks' work. It takes at least a year to get a good working list, and to learn how to talk to people through the mails. Not long ago we prepared a series of fourteen letters to be sent to a small list of business houses here in New York. We had a proposition to submit. It was not complicated, but we brought to bear all our skill in telling our story so it would be clear. Yet after the fourteen letters had been received, some of the people on that list wrote us inquiries that showed an utter miscomprehension of our proposition. Probably out of the whole fourteen letters only two or three had been read. And I dare say a number of men interested could not remember our name or address when they finally got around to taking up our proposition. With a campaign that persists year after year such misunderstandings and lapses of memory are made impossible. What counts in the end is the rhythm of the thing.

"A house in the Middle West came to us for a mail series. We studied its proposition and began mailing folders and letters. At the end of the first year this house began to be dissatisfied with cost. 'The stuff you furnish us becomes more and more expensive,' said the president. 'We believe we can get out our own stuff for half as much.' He went ahead, but in six months sent for us again. 'We have mailed matter that cost us only one-fourth as much to prepare and print,' he confessed, 'but the returns have been only one-eighth as high, so that it is the most costly advertising we ever used.'

"Mail advertising is one of the

(Continued on page 8.)

If you place an advertisement in *Printers' Ink* there is really no need for you to use any other advertising medium, for *Printers' Ink* virtually covers the whole field of general advertisers. The general advertisers who do not read it do not see any advertising journal.

cheapest methods of approach, but cheap printing and design and arguments will not produce results. There is too much commonplace literature in every business man's mail. Your matter must have ideas, and ideas cost money. You must recognize that in mail advertising you are trying to get the attention of one man—one very busy man—instead of catching a certain proportion of the readers of a publication.

"Yet cost is not excessive. The chief thing is to start out with a willingness to accept \$1,100 returns on a \$1,000 expenditure. Quite an effective mail campaign, covering six months, can be carried on for as little as \$1,000. A manufacturer could make twelve presentations of his proposition to a list of 2,000 customers for that amount, sending out stuff either in rapid-fire order, or every other week for a period of six months—far the best plan. A thousand dollars would provide for a careful study of his proposition, the planning of the campaign, the preparation of original designs, writing of copy, engraving, printing in two colors and one-cent postage on each piece. The work, of course, would not be elaborate. But it would be distinctive, and made especially for him—individual, and not a syndicated, stereotyped, rubber-stamp affair. The great value of mail advertising is distinctive tone. Then comes persistence and regularity of presentation. A prospect may not be particularly impressed by the first piece, or the second, or third, but in six months a perceptible dent has been made in his attention and memory. Spending \$1,000 to reach 2,000 prospects, the advertiser would have to make a profit of only fifty cents on each of these names to get his money back. I know quite a number of instances where the entire cost of such a campaign has been defrayed by a single order. You cannot determine the efficiency of this medium by immediate returns, for every time the prospect receives a piece of mail matter impressing the name and product

upon him, the more likely is he to give an order later when that product may be wanted. And the cumulative effect of this medium is very great. I would rather send out advertising of this character to a list of 2,000 names and hit them hard twelve times than to hit a list twice as large only six times. This is a truism that has cost a great many firms quite a nice little sum of money to learn, however.

"At present magazine publishers are doing a great deal of missionary work among advertisers with mail series, but some of it is so poorly gotten up that they might as well save their money. *Success*, *Ainslee's*, *Scribner's*, *Collier's* and the *Red Book* are sending out good work. The application of mail advertising is not confined to houses reaching business men, either. The Public Service Corporation of New Jersey finds mailing cards and folders productive even among people that it wishes to persuade to take a trolley ride, and some of the best results have been secured with mailing campaigns to interest consumers."

#### OUT OF THE PAST.

Recent Egyptian explorations have resulted in the discovery of papyrus, which prove to us that advertising is not as modern as it is supposed to be. In King's College, London, there has lately been exhibited a fragment which is believed to be a part of the Gnomai of Epicharmus, although it is credited by some to Axiopistus, which contains an announcement that for a consideration, "phrases for use on friend or foe, when speaking in court or in the assembly, on a rascal, a gentleman, a stranger, a bully, a drunkard or a boor, may be obtained." Since Epicharmus flourished between 540 and 450 B. C., it will probably be news to the "originators" of modern advertisement writing to learn that the seductive art in which they claim perfection was, apparently, countenanced almost twenty-five hundred years ago.—*Wall Street Summary*.

### Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 149,281**

RATE 35 CENTS.

## THE SPHINX CLUB ELECTION.

At the annual election of the New York Sphinx Club, on Tuesday, October 9th, the executive committee had placed the name of Louis Wiley, of the New York *Times*, in nomination for the office of president. Under the auspices of Philip A. Conne, advertising manager for Saks & Co., an opposition ticket had been placed before the members of the club, naming for president, Robert Frothingham, once advertising manager for *Life*, and now occupying that position upon *Everybody's Magazine*.

An unfortunate wording of one or two clauses in a letter sent to the members by the nominating committee, headed by Mr. Conne, was construed by most of the recipients as an unfriendly criticism upon F. James Gibson the founder of the club, in 1896, and ever since its secretary, and who has performed the lion's share of the work involved in the management of its affairs. To this construction Mr. Conne and his associates took exception, asserting that the objectionable words or sentences were intended as *facetiae*, and expected to be so understood. Whatever the intent, Mr. Gibson's friends felt aggrieved and allowed that fact to be known.

It appeared quite evident that a vote would result in the election of Mr. Wiley to the presidency, although no one had any objection to Mr. Frothingham, and he had a considerable following. Before a vote was ordered, however, Mr. Wiley rose to say that although he would esteem it an honor to be president of the club, he would not so deem it if there was any considerable element opposed to his elevation to that position.

A member thereupon spoke of the long and valuable services of Mr. Gibson to the club; said that the sending out of what might be construed as a reflection or criticism of his acts in the past, could not fail to have been exceedingly painful to him; that the authors of that communica-

tion having disclaimed any unfriendly intent, it would be a graceful act and one tending to preserve and perpetuate the peace and harmony of the club, and its prosperity, if, now that Mr. Wiley had withdrawn his candidacy, the name of Mr. Frothingham should also be withdrawn and a unanimous vote be recorded for the election of Mr. Gibson as president of the club.

Mr. Frothingham was not present; but Mr. Conne thereupon arose and assumed authority to withdraw the name of his candidate, and Mr. Gibson was thereupon unanimously elected. When the applause had subsided Mr. Wiley arose to nominate Mr. Frothingham as first vice-president, thus placing him in regular order for election as president next year, it having grown to be the sentiment of the club that a yearly change in the office is for the club's best interests. When the election of Mr. Frothingham and the other four vice-presidents had been declared unanimous, Mr. Gibson, who had been slated as chairman of the executive committee, arose to nominate Mr. Conne for that important position, and moved that he be authorized and empowered to select and name the other members of that committee. This motion was also carried unanimously. The other officers elected were: Vice-Presidents, Elvin Hunsicker, Secretary and General Manager of the Standard Table Oil Cloth Company; Medill McCormick of the Chicago *Tribune*; John H. Patterson, President of the National Cash Register Company, and John Morgan Richards of London; Secretary, William Loruenser of A. A. Van Tine & Company; Treasurer, W. W. Hallock of Kellogg's Lists. The club adjourned with the feeling that everybody had had his own way and was satisfied and happy.

In the business world appreciation is largely regarded as an unnecessary and possibly weak sentiment. Quite the contrary. A word of praise for work well done is of more value in creating loyal employees than yards of whip and volumes of system.—*The Wallace*.



## ADVERTISING FARM PRODUCE.

When a State advertises, it is usually with some big result in view, like population or industries. But, perhaps, every State in the Union producing farm stuff could well afford to enter on smaller advertising campaigns to promote sales of local delicacies in parts of the country where they are unknown or undervalued.

Take yams, for instance. In the Northern States, says the *Southern Field*, the demand is entirely for sweet potatoes of small size, yellow in color, dry, mealy and deficient in sugar. Preference for such vegetables has led Northern States like New Jersey to almost monopolize the market. In the Southern States, on the contrary, sweet potatoes reach their perfection in the big, juicy, sugary yam, which may be red or white in color, and which comes from the oven, not a dry, cindery morsel, but coated with the brown sugar that has exuded from it in baking. It makes pies or puddings of a delicacy equal to the Northern pumpkin pies. But Northern markets will not have the true yam because of its size and color. Simply on appearances it is rejected, and thousands of consumers who would like the yam, once tasted, pass it by through ignorance.

The agricultural department of any Southern State, with shipping advantages, might get for its farmers a very profitable and stable trade in yams by properly advertising them in a few Northern cities. If shipments were made to well-known jobbers or grocers and announced in the daily papers of New York, Philadelphia, Boston, etc., and the virtues of the true yam explained in this advertising, there is no question as to results that would follow. The public in the big Northern cities is always on the lookout for new delicacies, and trial would lead to steady, increasing sales. In such advertising ought to be printed recipes for cooking yams, or directions could be printed on slips

to enclose in the baskets. Where a State is shipping fruits and vegetables already in demand, it would be a cheap and profitable form of advertising for the State Agricultural Department to provide farmers with yam advertising matter to be enclosed in their shipments of other produce. An idea of the possibilities in this field alone is given in the statement that the South produces 175 varieties of yam and sweet potato, most of which are unknown in the North.

The Kaffir corn grown in Oklahoma furnishes a delicious quality of meal much esteemed locally. It would repay judicious advertising under State auspices. Honey is produced more widely, but advertising by bee-keepers' associations through the publication of recipes, as well as through assuring the public that honey in the comb is always genuine, has resulted in increased consumption. Ripe olives from California, advertised by private business houses, have come to quite a vogue lately, and are fit to replace the dry, green "Queen" olive so mistakenly the present favorite with American consumers.

The United States Agricultural Department has gone to great pains to import from foreign lands delicacies that can be grown in this country. The new fruits and vegetables of Luther Burbank have attracted wide attention. Within the borders of almost every State, however, are local delicacies as foreign to people throughout the country as the Japanese persimmon or the seedless plum. These States should take the initiative in introducing such produce, shipping it to big metropolitan markets, announcing its arrival through newspaper advertising, teaching people how to cook it as it is cooked at home.

A WESTERN edition of the *Rooter*, the official organ of the Root Newspaper Agency, New York, is issued from its Chicago office. It is filled with live advertising suggestions adapted to the dry goods trade, with especial reference to western conditions.



## MAIL ORDER AND DEPARTMENT STORES.

THE SAME OLD STORY FROM THE PENINSULAR STATE TO THE INSULAR KINGDOM, WITH A DISTINCTION AND A DIFFERENCE.

It so happened that the *Shoe Retailer* of September 15th, containing full report of the Second Annual Meeting of the Michigan Retail Shoemen's Association, reached my desk contemporaneously with the August number of the London (England) *Advertising World*.

Possibly the Wolverine shoe retailers might have "resolved" differently had they first been afforded an opportunity to read the story of a "Sensational Failure" in the *World*, and its editorial comment thereon. "Possibly" I say, but *probably* not. Yet on the venture of such possibility, however, permit me to submit a brief abstract of what happened a while ago "on the other side;" how and why it happened; and—what of it.

Two considerable departmental retailing concerns, Barratt & Co. of Northampton and Josiah Tyler, Ltd., of Leicester, recently became "embarrassed." Both threatened to be "bad" failures; but though the latter case was by much the worse it caused far less comment than the former, and that for the following reason, as frankly stated by the *Boot and Shoe Trade Journal*: "We are not surprised, in view of the very keen feeling which has for some time been displayed in retail circles against the 'boots-by-post' firms, that creditors are anxious that their names should not transpire, for there can be little doubt that the publication would bring down upon their heads the retail vials of wrath, which have long been pent up."

There was a meeting of creditors of the Barratt concern in which the situation was "considered" without circumlocution in true British style. There was immediate and energetic objection to any "settlement;" not so much because the terms offered (25 per cent), or the notion of any

compromise as such were in themselves obnoxious; but for reasons which may be readily gathered from the following verbatim excerpts from the minutes:

Mr. Craig (attorney for creditors)—Are there any money lenders among the creditors?

Mr. Palmer (attorney for the firm)—None at all, sir.

Mr. Craig—There are a lot of names I do not recognize. Can you tell me Mr. Carpenter's address?

Mr. Palmer—No. 39 Elswick street, Honor Oak, London.

Mr. Craig—He is not a manufacturer or a factor.

Mr. Palmer—There are several names of persons who are not manufacturers nor the originals of the goods supplied. I have been served with legal notice of assignment of debt in each instance, properly stamped.

Mr. Craig—I represent several creditors who will force the matter into bankruptcy unless we can get the name of the bona fide creditors.

Mr. Palmer—If there is any "good will" this will spoil it altogether.

Mr. Craig—My instructions are very firm, and the matter must go into bankruptcy unless we have the *real* creditors. There are some who have not the courage to let their names appear, and we are going to know somehow and let them face whatever "chaffing" there may be for their temerity to go into this business.

A Creditor—What will this bring into our pockets?

Mr. Craig—I don't know and I don't care.

Mr. Osborne (representing Tebbutt & Co.)—We will accept no composition whatever unless the names are disclosed. Circulars have been sent out asking to boycott certain manufacturers, and my firm means to have the real names of creditors.

Upon this state of affairs the *Boot and Shoe Trades Journal* comments as follows: "Their (the creditors who endeavored to conceal their identity) conduct proves more conclusively than any indictment that they were well aware of the feeling against this system of trading, which is generally regarded as highly detrimental to the best interests of the retail trade. It is not good business for manufacturers to help along such concerns with their credit, while, at the same time, relying upon the ordinary retailer for support, and those who do so must eventually be discovered, and discovery means trouble."

In a comprehensive critical re-

view of the entire matter, the *Advertising World* had this to say: "Why this (mail order) system of trading should be considered as detrimental to the boot and shoe or any other trade, it is difficult to understand. Naturally the small retailer is not likely to view the situation with great affection, but neither is he enamored of the action of large (manufacturing) firms who open branch stores in every town of any size. From a sociological point of view both policies may be regrettable. As a matter of business they are equally inevitable and equally a result of the rules and conditions governing the conduct of Twentieth Century commerce. The boot trade might just as well endeavor to stop the waves of the ocean as endeavor to check what are after all only natural steps in the progress of evolution now being undergone by every trade in the world. Further, if objection is made to the 'boots-by-post' scheme, why is there no active opposition to the operations of the large retail vendors (manufacturers' retail stores)? The principle is identically the same; its operation has exactly similar effects in both cases. In the one, the manufacturer sells direct to the post, spending his money on advertising, instead of on shop-fronts. In the second the manufacturer opens retail establishments and stocks them with his goods direct from the factory. Where is the difference so far as the boot trade is concerned?"

If this reasoning is sound—and is there any one to gainsay it? If so let him speak up and give reasons for the faith that is in him—if this reasoning be sound, then what sense is there in *resolving* against the specialty shoe as "deleterious to profit making," and in *black-listing* manufacturers "selling to or manufacturing for mail-order houses."

Our "organized" Michigan friends, and retailers generally—many men of many minds, each man for himself and the devil take the hindmost—our friends all and singular, would do well to

heed the *Shoe Retailer's* own editorial injunction:

"The consumer is the one who buys from the mail-order house; he should be headed off; which can only be done when you have shown him that you can give him a better bargain than he is getting from the catalogue firms. While this business has increased very rapidly within a few years, practically no concerted action has been taken to offset it. It is time for retailers to get busy if they wish to retain their trade. The Michigan dealers, at least, are able to work together in this cause, but their resolutions appear very perfunctory and unless supplemented by more aggressive tactics, will, we believe, prove futile.

"The association resolved to make a list of shoes and rubber manufacturers selling to and manufacturing for mail-order houses, and to send the same to every member of the association from time to time. While this may have some effect, it is not enough. In fact, as a means of meeting the mail-order house competition it can be of little permanent value. This matter is of sufficient importance to warrant the appointment of a committee which shall devise plans for counteracting the encroachments of the mail-order concerns. *The basis of success will rest principally on ADVERTISING; giving better value for the money; knowing the conditions, and by keeping close to the CONSUMER.*"

That's it—MAKE GOOD TO THE CONSUMER.

Neither the mail-order house nor the department store nor the specialty store chain, let alone the individual retailer, has the right to expect to make "adequate profits" *without due SERVICE*. And what is there wrong about that, either in ethics or in economics?

Men and Brethren: What's the use of "hollering" against the department stores, the mail-order houses and retailing manufacturers? All are inevitable products of the commercial evolution of our times. There's no more use

kicking against them than in kicking against "unions" and "trusts."

Did the fight on machinery save "hand" labor? Did not the locomotive displace the stage coach? If instead of fighting the linotype the Typographical Union had bought out Mergenthaler's patent and paid him a generous royalty for life to perfect his machine, as ultimately did divers hard-headed and tight-fisted capitalists—then type stickers would now be self-employed printers, would they not?

So the champions of that class of dealers and manufacturers who are taking it out in railing against the competition of mail-order houses, etc., would better instruct their clients how to make friends of the Mammon of Unrighteousness. Instead of running away from the Parcels Post they should emancipate themselves from the exactions of the express companies. Instead of reviling Postal Currency they should seek to escape the exactions of over-greedy bankers. It's the little fellows who need rural free delivery most. If these reforms will not save them nothing can.

Wake up! Get together! Think straight! Talk square! Hustle! ADVERTISE!

#### DRAWBACK TO CLOCK AD SUCCESSFULLY OVERCOME.

A merchant across the street from Public School 87, at Amsterdam avenue and Seventy-seventh street, has been annoyed by boys loitering in front of his place, smoking and making a noise. At the last minute they would rush over to school to be seated before the final gong.

Various means were tried to prevent the loafing without success, until Friday, when the man set the hands of his window clock back fifteen minutes. Exactly ten boys were late. Since then, the merchant says, his front walk has been deserted.—*New York Sun*.

At Brighton and at Blackpool a tug has appeared and attracted thousands of people to the sea-front by a splendid display of fireworks; then, when the excitement was at its height, a large set piece, forming the words: "Read the *Weekly Dispatch*," burst into view, a flight of rockets went up, and the tug steamed away.—*Progressive Advertising, London*.

## EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31, 1906, The Chicago Record-Herald*

**Gained  
2,130 Columns  
Advertising**

*over the corresponding eight  
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO  
RECORD-HERALD**

**30,000 Extra Papers in  
Iowa Without Increase  
of Rate.**

**The  
Des Moines  
Capital**

will issue 30,000 extra papers in the interest of its Bargain Day on Tuesdays, November 13, 20, 27; December 4, 11, and 18, making an issue on those days of over 70,000 copies. These extra papers will be mailed to the very choicest Iowa farmers, and offer mail-order advertisers an unusual bargain. The regular advertising rate will be in force, namely 5 cents a line, flat. The CAPITAL is the most important advertising medium in Iowa. Send your copy direct or to eastern offices.

EASTERN OFFICES:

NEW YORK, CHICAGO,  
166 World Building, 87 Washington St.  
LAFAYETTE YOUNG, Publisher.

## HOW THE MINOR AUTHOR ADVERTISES

Anyone who keeps track of the book reviews in a half-dozen daily papers must often be struck by the amount of space that is given in prominent journals to comparatively worthless books. Dozens of newspapers have a daily book column nowadays. Hardly any newspaper but gives an aggregate of a page of notices to books each week. Only a small proportion of the books mentioned, however, are of real importance to the public as news. Following the review of the "novel of the week" will be found notices of books not worthy of notice at all, issued by publishers whose names are unknown to the book trade and more utterly unknown to the advertising department of newspapers. Send to Brentano's or McClurg's for one of these books, and such well-posted booksellers will often have to search a week before the obscure publisher is found. The book that comes back will be a pretty flimsy affair.

These conditions cover a game for securing free publicity that is probably without parallel in any other business. Even the wiles of the theatrical press agent are innocent in comparison. Among a certain class of minor authors who contribute to the magazines a wide degree of publicity is necessary. It need not be creditable publicity. So long as the minor author's name is found frequently in the book news, and attached to weak poems, skits and stories in some magazines, all other magazine editors seem to assume that that authoring has a following. Writing such as is seen in every magazine with the names of well-boomed minor writers, attached, would not be accepted were it sent in by an unknown writer. Such pieces in a Sunday paper are "featured" simply because the well-boomed name is attached.

The minor author starts his career with a production that has some sort of genuine success, like "The Purple Cow." Building on

this, he begins contributing to magazines. When enough jingles of such character have been produced and published, he "collects" them and makes a book. No reputable publisher wants to print it, so presently it appears with the name of an obscure house. Review copies are sent broadcast over the country. Not only newspapers and magazines receive them, but every trade journal editor gets them also, and such seems to be the simplicity of editorial nature, one frequently comes upon reviews of purple cow books even in iron trade journals.

The least that such a book gets is two or three lines of mention in a daily paper, and the most may extend to a half column. It may be praise or blame, but in either event the literary editors of newspapers are gulled by the minor author's name, and accord him some importance because his name is known. Do such books sell? Probably the actual sales would not pay for postage on review copies. In many cases, it is fair to assume, the author pays for their publication. His book of worthless jingles and skits brings him hundreds of columns of free newspaper notice, his name is thus in the public mouth for a day, editors see it, and the marketability and value of his magazine copy is improved. There are perhaps two or three score such minor writers, male and female, who regularly practice this game, and the tolerant newspaper publisher continues to stand for it. They will issue from one to a dozen such "books" a year, and receive notices on all, and this free publicity has direct bearing on their income.

Is there any other sinecure like it?

A LONDON publisher, to advertise a new illustrated weekly, sent out a procession of white-coated sandwich men that attracted the attention of those who had good sight. Believing that some of the public might not see them, however, he took the additional precaution of scenting each sandwich man with cheap cologne, with the result that his advertisement was perceptible around a corner.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

Montgomery, Journal, dy. *Aver.* 1905, 8,677. The afternoon home newspaper of its city.

## ARIZONA.

Phoenix, Republican, *Daily aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

Fort Smith, Times, dy. *Act. av.* 1905, 3,781. *Act. aver.* for May, June and July, 1906, 4,227.

## CALIFORNIA.


Mountain View, Signs of the Times. *Actual weekly average* for 1905, 22,580.

San Francisco, Pacific Churchman, semi-mo.; Episcopal. *Cir.* 1905, 1,427; *May*, 1906, 1,700.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay, *Actual aver.* for 1904, 10,926, for 1905, 11,688.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Wanted in the Post. *Cir. dy.* 55,915. *Sy.* 4,600.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Meriden, Journal, evening. *Actual average* for 1905, 7,587.

Meriden, Morning Record and Republican. *Daily average* for 1905, 7,578.

New Haven, Evening Register, daily. *Actual av.* for 1905, 12,711; *Sunday*, 11,311.

Norwalk, Evening Hour. *Daily average* guaranteed to exceed 5,100. *Sworn circulation statement* furnished.

Norwich, Bulletin, morning. *Average* for 1904, 5,250; 1905, 5,920; *now*, 6,588.

Waterbury, Republican, dy. *Aver.* for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average* for 1905, 25,550 (©©).

## GEORGIA.

Atlanta, Journal, dy. *Av.* 1905, 46,058. *Sunday* 47,998. *Semi-weekly* 56,781; *May*, 1906, *daily*, 52,517; *Sun.*, 57,977; *semi-wk.*, 74,331.

Atlanta, News. *Daily aver.* first six mos. 1905, 24,668. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. *Sworn aver.* first six mos. 1906, 62,966 copies monthly beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta, Chronicle. *Only morning paper.* 1905 average, 6,045.

## ILLINOIS.

Aurora, Daily Beacon. *Daily average* for 1905, 4,580; *first six months* of 1906, 6,345.

Calumet, C. It. *Daily average* first six months 1906, 1,529.

Chicago, Bakers' Helper, monthly (\$2.00) Bakers' Helper Co. *Average* for 1905, 4,100 (©©).

Chicago, Breeders' Gazette, weekly, \$2.00. *Average circulation* 1905, to Dec. 31st, 66,605.

Chicago, Dental Review, monthly. *Actual average* for 1905, 5,708.


Chicago, Examiner. *Average* for 1905, 144,806 copies daily; 20% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Inland Printer. *Actual average* circulation for 1905, 15,865 (©©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made June 1, 1906, showed 89,764 paid subscribers. Reaches from 70% to 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa, Minnesota and Texas; over half the post-offices in Indiana, Kansas and Nebraska, and two-thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. *Average* 1905, *daily* 145,761. *Sunday* 199,400. *Average* 1905, *daily* 145,456. *Sunday* 204,539.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Chicago.** The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©).

**Joliet.** Herald evening and Sunday morning. Average for year ending July 17, 1906, 6,266.

## INDIANA

**Indianapolis.** Up-to-Date Farming. 1905 av., 156,350 semi-monthly; 76c. a line. Write us

**Notre Dame.** The Ave Maria, Catholic weekly. Actual net average for 1905, 2,590.

**Princeton.** Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,597.

**Richmond.** The Evening Item, daily. Sworn average net paid circulation for 1905, 4,074; six months ending June 30, 1905, 4,262; for July, 1905, 4,525. Over 3,200 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

## IOWA

**Davenport.** Catholic Messenger, weekly. Actual average for 1905, 5,814.

**Davenport.** Times, Daily aver. Sept., 12 149. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines.** Capital, daily. Lafayette Young, publisher. Actual average sold, 1905, 59,174. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 385 issues. The rate five cents a line.

**Des Moines.** Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,454.

**Des Moines.** The People's Popular Monthly. Actual average for 1905, 182,175.

**Sioux City.** Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1905, 29,045.

**Sioux City.** Tribune, Evening. Net sworn daily, average 1905, 24,287; July, 1905, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

## KANSAS

**Pittsburg.** Herald, light, dy. and wy. Actual average for 1905, daily 5,280, weekly 8,278.

## KENTUCKY.

**Marion.** Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

**Owensboro.** Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

**Owensboro.** Daily Messenger. Sworn average circulation for 1905, 2,471; June, 1905, 3,418.

## LOUISIANA.

**New Orleans.** Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

## MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,575.

**Augusta.** Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

**Bangor.** Commercial. Average for 1905, daily 9,452, weekly 29,117.

**Bever.** Piscataquis Observer. Actual weekly average 1905, 2,019.

**Lewiston.** Evening Journal, daily. Av. for 1905, 7,598 (©), weekly 17,448. (©).

**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

**Portland.** Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

## MARYLAND.

**Annapolis.** U. S. Naval Institute, Proceedings of 34 copies printed av. gr. end'g Sept. 1905, 1,437.

**Baltimore.** American, dy. Av. first 6 mo. 1905, Sun., 85,142; dy, 67,714. No return privilege.

**Baltimore.** News, daily. Evening News Publishing Company. Average 1905, 60,678. For September, 1905, 65,407.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS.

**Boston.** Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

**Boston.** Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

**Boston.** Globe, Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Boston.** Post, Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,505; Sunday gain over Sept., 1905, 24,545. Flat rates, r. o. p. daily, 30 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

**Lynn.** Evening News. Actual average for year ending August 31, 1905, 7,164.

**Springfield.** Current Events. Alone guarantees results. Get proposition. Over 50,000.

**Springfield.** Farm and Home. National Agricultural semi-monthly. Total paid circulation, 396,482. Distributed at 55,226 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield.** Good Housekeeping, mo. Average 1905, 204,082. No issue less than 200,000. All advertisements guaranteed.

**Springfield.** New England Homestead. Only important agricultural weekly in New England. Paid circulation, 42,404. Reaches every post office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester.** Opinion Publique, daily (©). Paid average for 1905, 4,252.

## MICHIGAN.

**Adrian.** Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specialists.

**Grand Rapids.** Evening Press av. Average 1905, 46,456. Covers Western Michigan.

**Jackson.** Citizen Press. Average six months ending June 30, 1906, 6,562 daily. Largest in its field. Investigation invited.

**Jackson.** Morning Patriot. Average September, 1906, 6,405 net paid; Sunday, 7,029 net paid; weekly (April), 2,815. Circulation verified by A. A. A.

**Saginaw.** Courier Herald, daily. Sunday, 4 average 1905, 12,594; Sept., 1906, 14,711.

**Saginaw.** Evening News, daily. Average for 1905, 16,710; Sept., 1906, 20,751.

## MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. Av. for 1905, 46,488.



**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months 1906, 100,861.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Sept., 1906, 77,512. Aver. Sunday circulation, Sept., 1906, 70,944.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis.** School Education, mo. Cir. 1905, 9,850. Leading educational journal in the N.W.

**Minneapolis.** Svenska Amerikanska Posten. Hwan J. Turnblad, pub. 1905, 51,512.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 40,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News-Exchange exceeds 45,000 daily. The paper Direct-Tribune is the recognized Want Ad paper of Minneapolis.

**St. Paul.** A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

**St. Paul.** Dispatch. Average number sold for year 1905, 60,565 daily.

**St. Paul.** The Farmer. s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

**St. Paul.** Pioneer Press. Net average circulation for January-July 1905, 83,802. Sunday 83,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona.** The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

## MISSOURI.

**Kansas City.** Western Monthly. Reaches practically all mail-order and general advertisers.

**St. Joseph.** News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Repr.

**St. Louis.** Courier of Medicine, monthly. Actual average for 1905, 9,925.

**St. Louis.** Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

## MONTANA.

**Missoula.** Missoulian, every morning. Average six months ending June 30, 1906, daily 4,888. Sunday 6,400.

## NEBRASKA.

**Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average 1905, 147,022.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,784.

**Lincoln.** Journal and News. Daily average: 1905, 27,092.

**Omaha.** Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

## NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in city. Daily average year ending July, 1906, 4,558.

## NEW JERSEY.

**Elizabeth.** Journal. Av. 1904, 5,522; 1905, 6,515; 1st 6 mos. 1906, 7,174; June, 7,377.

**Jersey City.** Evening Journal. Average for 1905, 22,546. First six months 1906, 23,065.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 62,782.

**Plainfield.** Daily Press. Average 1905, 2,874. First 7 months, 1906, 2,965. It's the leading paper.

**Trenton.** Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

## NEW YORK.

**Albany.** Evening Journal. Daily average for 1905, 16,312. It's the leading paper.

**Buffalo.** Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even. 31,027.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1905 94,690.

**Catskill.** Recorder. 1905 average, 2,811; July, 1906, 8,940. Best adv. medium in Hudson Valley.

**Corning.** Leader, evening. Average, 1904, 6,288; 1905 6,595. 1st 6 mos. 1906, 6,485.

**Cortland.** Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

**Glens Falls.** Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

**LeRoy.** Gazette, est. 1898. Av. 1905, 2,987. Largest w. cir. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon.** Argus, evening. Actual daily average year ending September 1, 1906, 8,692.

**Newburgh.** News daily. Av. 1905, 2,140. 3,600 more than all other Newburgh papers combined.

## New York City.

**New York.** American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,165 are actual paid subscribers, as per count of June 1, 1906. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 87% of all the postoffices; in Delaware 85% in Pennsylvania 76% in Ohio 75% and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

The American Magazine (Leslie's Monthly). Guaranteed average circulation 250,000. Present circulation 500,000 and upwards.

**Army & Navy Journal.** Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (©).

**Automobile,** weekly. Average for year ending July 26, 1906, 14,615 (©).

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's Magazine,** family monthly. Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

**Clipper,** weekly (Theatrical). Frank Queen, Pub. Co. Ltd. Aver. for 1905, 26,228 (©).



**Jewish Morning Journal.** Average for 1905, 54,668. Only Jewish morning daily.

**Music Trade Review.** Music trade and art weekly. Average for 1905, 5,541.

**Printers' Ink,** a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

**The People's Home Journal.** 544,541 monthly. Good literature, 444,667 monthly, average circulation for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 4,998.

**Theatre Magazine,** monthly. Drama and music. Actual average for 1905, 58,088.

**The World.** Actual aver. for 1905, Morn., 505,490. Evening, 571,706. Sunday, 411,074.

**Rochester, Case and Comment,** mo., Luv. Av. for year 1905, 50,000. Guaranteed 20,000.

**Schenectady Gazette,** daily. A. N. Lecky. Actual average for 1904, 12,574; 1905, 15,058.

**Syracuse Evening Herald,** daily. Herald Co., pub. Av. for 1905, daily 55,553. Sunday 40,098.

**Syracuse Post-Standard.** Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

**Utica National Electrical Contractor,** mo. Average for 1905, 2,645.

**Utica Press,** daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

## NORTH CAROLINA.

**Concord, Twice-a-Week Times.** Actual average for 1905, 2,262.

**Raleigh Biblical Recorder,** weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

**Raleigh Times.** North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

**Raleigh News and Observer,** N. C.'s great est daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, and greater than that of any other daily in the State.

**Winston-Salem** leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

## NORTH DAKOTA.

**Grand Forks Herald,** Circ. Aug. 1906, 2,019. North Dakota's biggest daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

**Grand Forks, Normanden.** Av. yr. '06, 7,201. Av. for Jan., Feb., Mar. and Apr., 1906, 7,795.

## OHIO.

**Ashtabula American Sanomat** Finnish. Actual average for 1905, 10,766.

**Cleveland Plain Dealer.** Est. 1841. Actual daily average 1905, 77,899 (4); Sunday, 74,950 (2); Sept., 1906, 76,839 daily; Sun., 55,774.

**Coshocton Age,** daily av. 1st 6 mos. '06, 5,101; in city 10,000 factory pay-rolls \$10,000 monthly.

**Dayton Religious Telescope,** weekly. 30c. agate line. Average circulation 1905, 30,096.

**Springfield Farm and Fireside,** over ¼ century leading Nat. agricultural paper. Cir. 415,000.

**Springfield Woman's Home Companion.** June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

**Youngstown Vindicator** Dv av. '06, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

**Zanesville Times-Recorder.** Av. '06, 10,564. Guaranteed. Leads all others combined by 50%.

## OREGON.

**Portland Journal.** Daily and Sunday. Actual average for first six months of 1905, 35,408. Average for August, 25,622.

**Portland, Pacific Northwest,** mo. 1905 average 15,585. Leading farm paper in State.

**Portland Evening Telegram.** Largest exclusive circulation of any newspaper in Oregon.

## PENNSYLVANIA.

**Erie Times,** daily. Av. for 1905, 15,244. September, 1906, 17,377. E. Katz, Sp. Ag., N. Y.

**Harrisburg Telegraph.** Sworn av. Aug. 15, 698. Largest paid circula'n in H'bg, or no pay.

**Philadelphia Confectioners' Journal,** mo. Av. 1904, 5,004; 1905, 5,470 (60).

**Philadelphia Farm Journal.** monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"



"had been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

**Philadelphia German Daily Gazette.** Av. circulation, 1905, daily 51,508; Sunday 44,468. Sworn statement. Circulation books open.

"In Philadelphia nearly everybody reads THE BULLETIN."

## The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1906:

1.....	209,595	16.....	Sunday
2.....	Sunday	17.....	224,654
3.....	238,373	18.....	226,446
4.....	217,807	19.....	217,969
5.....	235,219	20.....	208,794
6.....	221,045	21.....	213,790
7.....	225,940	22.....	219,810
8.....	209,564	23.....	Sunday
9.....	Sunday	24.....	222,079
10.....	216,385	25.....	224,025
11.....	216,166	26.....	225,764
12.....	221,514	27.....	221,814
13.....	226,677	28.....	212,083
14.....	230,826	29.....	222,488
15.....	229,191	30.....	Sunday

Total for 35 days, 5,511,184 copies.

NET AVERAGE FOR SEPTEMBER.

**220,447 copies a day**

THE BULLETIN'S circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher, Philadelphia, October 4, 1906.

**Philadelphia The Merchants' Guide,** published weekly. "The paper that gets results."

**Philadelphia The Press** is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months, 1906, 103,419; Sunday average, 148,949.

**Philadelphia West Phila. Bulletin,** weekly. Circulation 5,000. James L. Waldin, publisher.

**Pittsburg The United Presbyterian,** weekly circulation 1905, 21,860.

**Williamsport, Grt. America's Greatest Weekly.** Average 1905, 224,775. Smith & Thompson, Steps., New York and Chicago.





# WINNER <sup>OF</sup> THE \$50 PRIZE

**100,000 Daily Circulation in Canada means**  
**LA PRESSE**  
**Nearest Competitor—40,000 Behind.**

The above answer, which has won the prize offered for the best 10 to 12-word sentence in *PRINTER'S INK*, September 5, is a correct statement, and we are prepared to pay five times the amount of the prize awarded to any daily newspaper in Canada which can prove it otherwise. The lucky winner is Mr. Tudor Jenks, Lawrence Park, Bronxville, N. Y., to whom we have forwarded a check for \$50.00.

Among the many excellent replies we consider this the best one, because our idea in making this ad in the form of a contest was to associate the words "Canada and 100,000" with "LA PRESSE," it being the first daily in Canada to pass the average daily circulation mark of 100,000.

The above answer arrived direct at the point; it also shows where our next competitor stands in the race.

We have received hundreds of replies from almost every State in the Union, Canada and Europe, some of which were excellent phrases.

Undoubtedly many, not well informed as to which is really

## CANADA'S LARGEST DAILY,


have sent their replies insufficiently or wrongly addressed.

We consider the above as being in the most concise form and following the true spirit of the ad.

The American advertiser of to-day is a shrewd business man and desires to be presented with actual facts; he readily appreciates the value of such information as will put his sales department in connection with 100,000 prospective buyers—which is the best business producer? and a truthful reason why, is what he wants to know.

Being an exclusive constituency unapproachable by any other newspaper, he realizes that advertising in "LA PRESSE" opens the door and makes every day his market day in the best and greatest section of Canada.

**Advertisers who desire to create Demand and get Results from Canada should place "La Presse" at the head of their list. It is unquestionably CANADA'S LARGEST DAILY.**

 Competitors who ran close for the prize will see their suggestions brought out plainly in the above copy.

**La Presse Publishing Co., lim., Montreal, Canada.**

**W. J. MORTON, American Representative.**

NEW YORK OFFICE: 150 Nassau St.

CHICAGO OFFICE: 87 Washington St.



**West Chester.** Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 54th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York.** Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

### RHODE ISLAND.

**Providence.** Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (sworn).

**Providence.** Daily Journal, 17,028 (©). Sunday, 20,533 (©). Evening Bulletin 17,755 average 1905. Providence Journal Co. pub.

**Providence.** Real Estate Register; finance, b'l'd g, etc.: 2,538; sub s pay 24% of total city tax.

**Westerly.** San Geo. H. Oster, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

### SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. average for 1905, 4,506. August, 1906, 4,658.



**Columbia.** State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1905, daily 11,005 (©); Sunday 11,978 (©).

### TENNESSEE.

**Knoxville.** Sentinel and Tribune. Daily average year ending December 31, 1905, 15,018. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Av. for 6 mos. '05, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

**Memphis.** Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 22,915. Sunday 55,827, weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

**Memphis.** Times, Sunday. Circulation year ending February, 1906, 2,110.

**Nashville.** Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,708; for 1903, 20,227.

### TEXAS.

**Beaumont.** Texas, Enterprise. Average 1905, 5,437; present output over 10,000 guaranteed.

**El Paso.** Herald. Av. '05, 5,011; June, '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

**San Angelo.** Standard, weekly. Average for year ending May 5, 1906, 6,013 (\*).

### VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. 1905, 8,527, for last six months, 1906, 4,065.

**Burlington.** Free Press. Daily av. '05, 6,558, for June, 7,674. Largest city and State circulation. Examined by Association of American Advertisers.

**Burlington.** News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

**Montpelier.** Argus. Actual daily average 1905, 8,242.

**Rutland.** Herald. Average 1904, 5,527. Average 1905, 4,286.

**St. Albans.** Messenger, daily. Actual average for 1905, 2,051.

### VIRGINIA.

**Danville.** The Bee. Av. 1905, 9,246. Sept., 1906, 2,374. Largest circ'n. Only eve'y paper.

**Richmond.** News Leader. Sworn dy. av. 1905, 29,545. Largest in Virginia and Carolinas.

### WASHINGTON.

**Tacoma.** Ledger. Average first six months 1906, daily, 15,878; Sunday 21,111; wy. 9,642.



**Seattle.** Post-Intelligencer (©). Average for Sept., 1906—Week-day, 26,249; Sunday, 56,671. Only m'n's paper in Seattle; only gold marked and guaranteed circulation in Washington. A full paid circulation of exceptional merit and superior value.

**Tacoma.** News. Average first four months 1906, 16,212; Saturday, 17,687.

### WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

**Ronceverte.** W. Va. News, wy. Wm. B. Blake & Son, pub. Average first 7 months 1906, 2,152.

### WISCONSIN.

**Janeville.** Gazette. D'y and a-w'n. Circ'n—average 1905, daily 8,149; semi-weekly 3,059.

**Madison.** State Journal, dy. Circulation average 1905, 2,482. Only afternoon paper.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1905, 26,648; August, 1906, 18,158 (©).



**Milwaukee.** The Journal, ev'g. Average 1905, 40,517; Sept., 1906, 46,100. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

**Oshkosh.** Northwestern, daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



### THE WISCONSIN AGRICULTURIST.

**Racine.** Wis., Est. 1877, wy. Actual aver. for 1905, 41,748; first five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adm. \$2.80 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

**Sheboygan.** Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

### WYOMING.

**Cheyenne.** Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.

### BRITISH COLUMBIA.

**Vancouver.** Province, daily. Average for 1905, 8,687; Aug. 1906, 10,855. H. DeClerque, U. S. Rep'r., Chicago and New York.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Av. for 1904, 4,556 (\*); for 1905, 4,502. U. S. Rep'r., H. C. Fisher, New York.

### MANITOBA CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1905, daily, 30,048; d'yly, Sept., 1906, 35,210 wy. av. for mo. of Sept., 21,612.

**Winnipeg.** Telegram. Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.

**Winnipeg.** Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,898.

### NOVA SCOTIA, CAN.

**Halifax.** Herald (©) and Evening Mail. Circulation, 1905, 15,568. Flat rate.

### ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,035.

**Toronto.** The News. Sworn average daily circulation for six months ending June 30, 1906, 38,408. Advertising rate 36c. per inch. Flat.

### QUEBEC, CAN.

**Montreal.** La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.

**Montreal.** Star, dy & wy. Graham & Co. Av. for 1904, dy. 56,795, wy. 125,340. Av. for 1905, dy. 58,125; wy. 126,207.

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

**THE EVENING AND SUNDAY STAR (◎◎).** Reaches 90% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION (◎◎).** Aver. 1905, Daily \$5,590 (◎◎). Sunday 48,751. Wp, 94, 107,925.

**AUGUSTA CHRONICLE (◎◎).** Only morning paper; 1905 average 5,943.

## ILLINOIS.

**GRAIN DEALERS' JOURNAL (◎◎).** Chicago, prints more classified ads than all others in its line.

**THE INLAND PRINTER, Chicago. (◎◎).** Actual average circulation for 1905, 15,506.

**BAKERS' HELPER (◎◎).** Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

**TRIBUNE (◎◎).** Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL (◎◎).** Best paper in city; read by best people.

## MASSACHUSETTS.

**Boston. Am. Wool and Cotton Reporter.** Recognized organ of the cotton and woolen industries of America (◎◎).

**BOSTON EVENING TRANSCRIPT (◎◎),** established 1850. The only gold mark daily in Boston.

**TEXTILE WORLD RECORD (◎◎),** Boston. The medium through which to reach textile mills using 1,885,000 horse power.

**WORCESTER L'OPINION PUBLIQUE (◎◎)** is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**NEW YORK TIMES (◎◎).** Largest high-class circulation.

**BROOKLYN EAGLE (◎◎)** is THE advertising medium of Brooklyn.

**THE POST EXPRESS (◎◎).** Rochester, N. Y. Best advertising medium in this section.

**ARMY AND NAVY JOURNAL (◎◎).** First in its class in circulation, influence and prestige.

**ENGINEERING NEWS(◎◎).**—A technical publication of the first rank.—*Sun, Pittsfield, Mass.*

**VOGUE (◎◎),** the authority on fashions. Ten cents a copy; \$4 a year. 11-15-15 E. 34th St., N. Y.

**THE CHURCHMAN (◎◎).** Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

**ELECTRICAL REVIEW (◎◎)** covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

**HARDWARE DEALERS' MAGAZINE.** In 1905, average issue, 19,039 (◎◎). D. T. MALLETT, Pub., 253 Broadway, N. Y.

**STREET RAILWAY JOURNAL (◎◎).** The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

**NEW YORK HERALD (◎◎).** Whoever mentions America's leading newspapers mentions the New York HERALD first.

**CENTURY MAGAZINE (◎◎).** There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

**NEW YORK TRIBUNE (◎◎),** daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

**ELECTRICAL WORLD (◎◎).** Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 15,865.

## OHIO.

**CINCINNATI ENQUIRER (◎◎).** Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

## PENNSYLVANIA.

**CARRIAGE MONTHLY (◎◎),** Phila. Technical journal; 40 years; leading vehicle magazine.

**THE PRESS (◎◎)** is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## RHODE ISLAND.

**PROVIDENCE JOURNAL (◎◎),** a conservative, enterprising newspaper without a single rival.

## SOUTH CAROLINA.

**THE STATE (◎◎),** Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE.

**THE TRADESMAN (◎◎)** Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

## VIRGINIA.

**THE NORFOLK LANDMARK (◎◎)** is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

**THE POST INTELLIGENCER (◎◎).** Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

## WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN (◎◎),** the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

**THE HALIFAX HERALD (◎◎)** and the **EVENING MAIL.** Circulation 15,858, flat rate.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

**THE** Denver Post, Sunday edition, October 7, 1906, contained 6,443 different classified ads, a total of 130,210 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN**, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

## DISTRICT OF COLUMBIA.

**THE EVENING AND SUNDAY STAR**, Washington, D. C. (©) carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

## GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

**THE** Champaign News is the leading Want ad medium of Central Eastern Illinois.

**THE TRIBUNE** publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

## INDIANA.

**THE** Indianapolis NEWS during the year 1905 printed 36,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

## IOWA.

**THE** Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

**THE** Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

## KANSAS.

**A** PPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

## MAINE.

**THE** EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE** Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE** BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**THE** BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,369 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.



2.5 CENTS for 30 words, 5 days.  
**DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

## MICHIGAN.

**SAGINAW COURIER-HERALD** (daily), only Sunday paper; leading medium; circulation in excess of 14,000; one cent a word.

## MINNESOTA.

**THE** MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

**THE** Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in September, 167,344 lines. Individual advertisements, 26,485.

**THE** MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

## MISSOURI.

**THE** Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA.

**THE** Anaconda STANDARD is Montana's great "Want-Ad" medium; i.e. a word. Average circulation (1905), 11,144; Sunday, 13,888.

## NEBRASKA.

**L** INCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

## NEW JERSEY.

**NEWARK, N. J., FREE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK.

**THE** POST-EXPRESS is the best afternoon Want ad medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. (Greatest Want ad medium in Westchester County).

**NEWBURGH DAILY NEWS**, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE** TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

—♦♦♦—

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 13,582. Publishes more Want ads than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads," as well as circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 2,352.



**PENNSYLVANIA.**

**THE Chester, Pa. TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?**  
**Want Ads in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."**  
 Net paid average circulation for September, 1906:  
 220,447 copies per day.  
 (See Roll of Honor column.)

**RHODE ISLAND.**

**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**

**THE NEWS AND COURIER** (©©). Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.



**THE Columbia STATE** (©©) carries more Want ads than any other South Carolina newspaper.

**CANADA.**

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

—♦♦♦—  
**HARRISBURG, Pa., Oct. 4, 1906.**

**Editor of PRINTERS' INK:**

In your issue of a few weeks ago, you described a plan by which the Richmond, Va., *Journal* circulated a silver dollar, to which was attached tags, on which a record of its various owners could be written.

We worked the scheme by soldering

three prongs to a silver dollar, stuck the prongs through the back of a small leather-bound notebook, then through an aluminum plate and then riveted the prongs. We pasted on the inside covers of the book, proofs of the terms upon which the dollar was to be circulated, as per the description on the first clipping, inclosed herewith.

The plan was very successful. The highest premium offered by any firm was \$35. We found that, accepting advertisements offering a premium on the dollar, restricted its circulation to the firms advertising for it. Advertisements offering extra inducements for the dollar, should not be accepted until at least after the dollar has been in circulation one week.

Yours very truly,  
**RALPH R. BUVINGER,**  
 Business Manager of *Patriot*.

—♦♦♦—  
**NEW YORK CITY.**

**Editor of PRINTERS' INK:**

I notice in a recent issue of **PRINTERS' INK**, a letter by Mr. Tinsman, mentioning the fact that Mr. Balmer is devoting some street-car space to the subject of the substitution evil.

Mr. Tinsman expressed his wonder that the magazines had not anticipated Mr. Balmer's efforts in this direction.

Under the circumstances it would seem proper for me to advise that some three or four years ago, when I was advertising manager of *Pearson's Magazine*, I made it a practice to publish in that publication, every month, a full page upon the substitution evil.

When later I went to the *Metropolitan Magazine* as its manager I continued the practice in that publication.

In each case the publishers quite willingly gave up the space to the cause, and although I was not, at the time, able to induce other magazines to help in the work my efforts were appreciated by a number of national advertisers.

Yours very truly,  
**RICHARD WOOD,**  
 Harmsworth Publications.

—♦♦♦—  
**JAMESTOWN, N. Y., Oct. 4, 1906.**

**Editor of PRINTERS' INK:**

Inclosed find check for \$2 for which please mail **PRINTERS' INK** for one year to the *Morning Post*, Jamestown, N. Y.

We would not be without **PRINTERS' INK** for a good deal. We think you are anything but boastful when you state that you think **PRINTERS' INK** worth the price.

Very truly yours,  
 POST PUBLISHING CO.,  
 Robert K. Beach.

—♦♦♦—  
**THE EDITORIAL "WE."**

"Hear the news?" asked the small lady with the sharp nose. "It has been discovered that the 'Snorts and Puffs' man of the *Daily Hyphen* has been leading a double life."

"I suspected as much," said the large, placid lady. "I could see no other reason for his referring to himself always as 'we.'"—*Exchange*.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cents a line, pearl measure. 15 lines to the inch (\$5); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line. Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 479 Beckman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

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 NEW YORK, OCT. 17, 1906.
 

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THE *Deutsch-Amerikan Farmer* of Lincoln, Nebraska, is sending out a series of illustrated post cards to show the sort of farm homes that the paper reaches.

## MAIL-ORDER BANKS.

Following the lead of department stores, which have established banking departments where money may be kept to offset purchases, it is said that prominent mail-order houses in Chicago now plan to open similar departments, so that customers can order from any part of the country without the trouble of buying money orders at every purchase. The mail-order houses, it is suggested, can pay larger interest on such money than regular bankers. Chicago department store banks have been very successful. In a folder from Macy's store, New York, the banking department is described and the statement made that \$6,246,587 has been received since the bank opened in November, 1902. This represents only money held to apply against purchases—no banking accounts are opened.

## NO TRANSPORTATION TRADES.

The Interstate Commerce Commission has ruled that no exchange of railroad transportation can hereafter be made for advertising space, thus abolishing what has long existed as an institution. Some publishers who might not get any railroad advertising at all on a cash basis are disposed to fight this ruling. But if it is maintained and adhered to, the effect for good on railroad advertising and publishing will eventually lead all concerned to bless the day it was made.

THE pure food regulations have been completed, and are now in process of publication at Washington. The recent hearings in New York have resulted in several modifications. One relates to misbranding of foods in the hands of jobbers, who are allowed to correct the deficiencies of the old labels by applying stickers which give the information required by law. This concession will have the effect of allowing to be sold many thousands of dollars' worth of food products which were in the hands of the jobbers at the time the law went into effect.

THERE is a paper in Buenos Ayres that has a fine building, and which probably leads the list of able papers in South America. One of its ways of advertising itself, however, is both unique and expensive. It publishes night editions, and when a steamer bringing important news arrives or a good local story is on the galley, it notifies the sleeping citizens, much to their sorrow and distress, of the editorially hilarious event, by tooting from the top of the building the announcement of its news upon an ear-splitting whistle, which is a part of the establishment. The municipal law forbids this performance, the penalty being \$25 for its enterprise. But it pays the fine cheerfully to get its publicity, and probably considers this lost money well spent.

THE *Sentinel*, of Winston-Salem, North Carolina, has submitted a satisfactory report of circulation to Rowell's American Newspaper Directory, and has been admitted to a place upon the PRINTERS' INK Roll of Honor. The average number of copies printed daily for a year ending with June, 1906, is 2,253.

DAUCHY & COMPANY are renewing the Arbuckle advertising which is placed in numerous dailies.

THE Johnson & Rand Shoe Company is placing advertising in Middle West papers through H. W. Kastor of New York.

#### GERMANY'S LONDON "TIMES."

DR. GEORGE W. PRATT, for fifty-five years publisher and editor of the *Journal*, Corning, N. Y., died there October 3, aged eighty-five. Dr. Pratt was the Nestor of the press of southern and western New York, and an editorial writer of great vigor. He did much to build up the community in which he lived and had held a number of responsible Federal, State, and local offices.

#### THE PEOPLE'S LOBBY.

A correspondent of the *Sun* asks: "Is the Orison Swett Marden, whose name I see connected with the People's Lobby, which is to fight the corporations at Washington, the same Orison Swett Marden who writes the articles on "Thrift" in praise of the honorable and glorious John F. Dryden of Newark, which are appearing at space rates in the religious weeklies?"

THE old contention that a newspaper is a common carrier, like a railroad, and must publish whatever is submitted as advertising, has again been overthrown by Chief Justice Burford, of Oklahoma. The law in that State requires that notice of application for a liquor license be published in the two newspapers having the largest circulation in the county where a saloon is to be established. The *Advance-Democrat*, of Stillwater, refused to print such a notice, and the applicant brought suit to compel the publisher to do so. The courts upheld the publisher, and in consequence no saloon can be legally established in the county, as no notice is valid unless it is published in the *Advance-Democrat*.

The *Frankfort Zeitung* is not only a prominent financial daily, but it may be called one of the ablest of German newspapers. Not long ago it celebrated its half century anniversary. It was founded at first on commercial lines, but it outgrew its dominant topic and has been well known or late as "the foremost exponent in Germany of Liberal political beliefs." It has little respect for the political bureaucratic style of government and, therefore, it selected Frankfort, rather than Berlin, for its abiding place.

In the capital city Bismarck might have crippled it. In Frankfort it had wealth, culture and liberalism for an environment. The paper has shunned sensationalism and, with no special catering to the whims of advertisers—though it has many—it has won great prosperity.

It has a building which is "one of the sights of Frankfort" and its circulation outside of that city is very large. It has been called "the London Times of Germany."

The *Evening Post* says it has, however, "one defect," with all its surprising merits—"the habit of publishing several distinct editions which are, in themselves, separate issues. Hence the delivery of the parts goes on all day; after the first morning paper, there may be six or seven more, only to be followed by several four or six page evening issues, all totally different."

This should, of course, make it a good advertising medium, however disagreeable it may be to the reader to be obliged to buy so many papers, to be sure and get one.



THE George Batten Company is placing the Andre Range advertising in New England papers.

THE advertising for the Mutual Life Insurance Company is being placed by N. W. Ayer & Son of Philadelphia.

H. G. SOMMERMAN has added two new papers to his list: *New Ideas* of Philadelphia and *Cheerful Moments* of New York.

THE *Wall Street Journal* in September carried forty per cent more advertising than in the corresponding month one year ago.

THE Cheyenne, Wyoming, *Leader* has been sold to a stock company, and will hereafter be Democratic in politics. I. S. Bartlett has been appointed editor.

EDWARD B. WESLEY, who was the capitalist behind the New York *Times* when it was founded in 1851, died October 3 at Port Chester, N. Y., aged ninety-six. He was an old-time speculator and capitalist, and a figure in Wall Street for over half a century.

FIFTY city blocks in St. Paul, as well as selected rural routes, were canvassed last summer by the St. Paul *Dispatch* with a view to learning the circulation of all local and Minneapolis dailies therein. The results have now been printed in a thick booklet, with a report for each block, a photograph to show character of neighborhood, and a summary of the whole. A total of 1,424 newspaper subscribers was found in fifty blocks, and this is what they read, according to the *Dispatch*:

Dispatch alone.....	861
Dispatch and Pioneer Press.....	268
Dispatch, Pioneer Press and News...	36
Dispatch and News.....	27
Dispatch and Volkszeitung.....	2
Pioneer Press alone.....	84
Pioneer Press and News.....	20
News alone.....	126
Total Subscribers.....	1,424
Dispatch reaches.....	1104 OF 1385
All others exclusively.....	230 OF 1615

GEO. R. RICHARDS of New York is placing advertising for *Modern Women* in dailies and Sundays throughout the country.

W. R. KOPALD, formerly with the Morse Advertising Agency at Detroit, has opened an office of his own at Omaha, Nebraska.

FERDINAND L. FETHERSTON, formerly publisher and proprietor of the Philadelphia *Evening Bulletin*, died in that city October 3, aged seventy-four.

MRS. FREDERICK PABST, widow of the former head of the Pabst Brewing Company, and daughter of Jacob Best, founder of the brewery, died at Milwaukee October 3.

At a recent meeting of the Boston *Herald's* directorate the retirement of John H. Holmes as editor was announced, and Colonel W. E. Haskell, publisher of the *Herald*, was chosen editor.

M. LEE STARKE, the alleged proprietor of the Starke Advertising Agency and formerly publisher of the *American Advertiser*—suspended—and once special agent for an excellent list of evening papers, is negotiating with publishers with a view of again entering the special agency field. No one connected with the Starke Advertising Agency in Temple Court has been found to assert or admit that Mr. Starke owns the agency or is owned by it: meantime his address is said to be at No. 532 Decatur st., Brooklyn.

THE New York *Times Saturday Review of Books* was ten years old October 13, dating from the beginning of Mr. Och's ownership of the paper. It is said that there is not another literary weekly of equal circulation in the world, and its success led the London *Times* some time ago to add a similar supplement. The amount of book advertising carried this fall is so great that the issue for October 6 had to be published in two parts.



C. E. SCHERIN of New York is placing advertising for Dr. Bull's Cough Syrup.

THE United States Guarantee Company will spend \$25,000 in booklet advertising, prepared by Andrews & Coupe.

E. R. ELLIOTT, of Afton, N. Y., has purchased the Claremont, N. H., *Advocate* of J. H. Whiting. C. M. Palmer negotiated the sale.

W. W. HUDSON, formerly with the *Union Gospel News* and more recently with the *Practical Farmer* of Philadelphia, is now at the head of a new circulation department of the Pierce Publications of Des Moines. His work is additional to the promotional plans of J. E. Spalding, the general circulation manager.

THE annual meeting of the Banking Publicity Association will be held in conjunction with the American Bankers' Convention which meets at St. Louis this month. The association has been received with wide favor and it is expected that a large number of new members will be added to the roll. Frederick Phillips, Lincoln Trust Company Building, New York, is secretary.

#### "NEW BUSINESS."

A list of firms who have advertised in the *Ohio Farmer* recently is issued from the home office of that weekly, in Cleveland. The *Ohio Farmer* is nearly sixty years old, and about ten per cent of the advertisers listed, among several hundred, have been using its space for twenty-five to thirty-five years, while those who have been in regularly for a brief period like ten years are almost as numerous as advertisers with two to five year records. This booklet makes a remarkable showing, and leads one to wonder what has become of the firms who used this staunch old farm paper prior to 1870.



THE METROPOLITAN MAGAZINE is featured in nearly all the big combination offers for 1906-7. Its newsstand circulation is growing steadily. These are facts of great importance to the advertiser.

It is stated that Augusta, Me., is the only town in the United States where the federal government has found it necessary to permanently establish an office, the sole province of which is to facilitate the routing and sending of second-class mail. The system of routing the mail was established at the request of *Comfort* two years ago. Two or three carloads of second-class mail go out of Augusta every twenty-four hours.

THE Philadelphia *North American*, which has lately passed its 135th birthday, was a descendant of Benjamin Franklin's *Pennsylvania Gazette*, a journal that still retains its identity in the *Saturday Evening Post*. The *North American* is descended from the *Packet*, founded in Philadelphia in 1771. It printed the Declaration of Independence, became the *Daily Advertiser* in 1784, and five years later the *United States Daily Gazette*, which title continued until the present was adopted, in 1839.

J. W. THOMPSON is sending out advertising for Roxbury Rye through his Chicago office.

#### AN INSTRUCTIVE MAP.

The Indiana Star League sends out a map of the State to show the distribution of the three Stars. On the reverse side is given a list of the towns of the State in which the papers circulate, the population of each, and the number of copies which enter the town. Added to these figures are others giving the per cent of homes which receive a copy of the *Star*. The map is inclosed in a board cover which looks dangerously like a New York Central mileage-book, and which bears this notice:

If properly used will carry the holder through the most prosperous part of the Hoosier State, a section where nearly every head of a family subscribes for one of the *Star* League newspapers, thereby contributing his part toward making it possible for these papers, with a combined circulation of more than 135,000 copies daily, to enter one-third of all the homes in Indiana every morning.

#### SOME POSTOFFICE INTERROGATIONS.

*Reprinted from PRINTERS' INK*  
May 18, 1892.

If there is any reason why the public is more benefited by having the Postoffice carry a sensational newspaper at a lower price than it carries an educational book—what is it?

If there is any reason why the Postoffice should charge more per pound for carrying a book handsomely bound in cloth than it does for carrying one cheaply bound in paper—what is the reason?

If printed matter is entitled to cheap carriage on the ground that it preserves and disseminates information, is there any reason why a good book should not be carried through the mails as cheaply as a bad newspaper?

Does not a florist's or a book publisher's catalogue possess as much interest and do as much good in the community as a newspaper of the dime novel or Wild West variety? and, if so, is there

any reason why the first may not be carried as cheaply as the last? or the last be charged as high a rate as the first?

If there is any reason why a publisher should have a better rate for sending a publication, divided into fifty-two weekly issues, and necessitating fifty-two weekly deliveries, than for sending all in one volume, at one time—what is the reason?

If there is any more reason why a postmaster should interest himself to ascertain the character of printed matter that passes through his office than about the tone or contents of letters which he handles, what is the reason?

Letters are carried at the rate of two cents an ounce, newspapers are carried at the rate of one cent per pound, merchandise is carried at a variety of rates, but if a man cares to write a letter weighing a pound, and is willing to send it unsealed, why may it not be carried at as low a rate as merchandise?

Why would it not be a good thing to carry personal communications (whether sealed or on a card) at a uniform price per ounce, printed matter, plainly appearing to be printed matter, at a uniform price per pound, and all other matter (merchandise or anything else) screened from observation as to character, at a uniform price per pound?

#### INJURY TO USEFUL ENTERPRISES.

*Reprinted from PRINTERS' INK of*  
April 20, 1892.

On recommendation of its Committee on Postal Laws and Bills for their Modification, the New York Board of Trade and Transportation, at its meeting on April 13, adopted the following:

*Whereas*, Books, periodicals, newspapers and other printed matter disseminate and preserve useful information, advance civilization, and increase and facilitate business, it is wise to provide for their distribution at as low a rate as can be afforded, and as attempts to classify and discriminate have a tendency to repress or injure useful enterprises.

*Resolved*, That in the opinion of this board the postage on all classes of printed matter should be uniform.

EDWARD CRUMMER, business manager of the *Baltimore Sun*, died recently in that city, aged about sixty. He entered the service of the paper soon after leaving school, and had been business manager twenty-five years.

A LITTLE booklet, "Factory Stories," containing the text of the article in *PRINTERS' INK* for September 5, 1906, has been published by the E-Jep Co., engravers, Boston. This company proposes to carry out the ideas laid down in that article on behalf of manufacturers who approve of them.

#### NORTHWESTERN PUBLICITY.

Several meetings of those interested in advertising the States of Washington, Oregon, Montana and Idaho have lately been held in the Northwest. Commercial clubs from the various centers have attended, and a number of papers read. At Spokane, September 25, C. C. Chapman, of the Chapman agency, Portland, advocated liberal use of paid space in recognized mediums, saying among other things:

Use of standard publications which circulate in the territory most desirable to reach is the surest, most economical way of creating a great immigration sentiment and obtaining actual results. Large display advertisements proclaiming our many resources will command the attention of the entire reading public. Supplemented by free reading notices such as are being obtained for this section by the Oregon Development League at Portland, and the Press Bureau of the Publicity Committee at Spokane, and supplemented also by actual exhibit of our products in the great fairs of the Central States, paid advertising will accomplish a definite, tangible and quick result. What is most needed is agricultural population. The cities will grow fast enough. The only danger in their growth is that it may be more rapid than is justified by agricultural development. The great agricultural publications are excellent mediums. Metropolitan dailies, especially Sunday editions, are now taken by a large part of our rural population and can be depended upon not only to awaken in the city dweller a longing for a prosperous farm home in the Pacific Northwest, but to assist in educating the farmer to the idea that his best opportunity lies in this

section of the country. The big magazines constitute the surest avenue to intelligent national attention. In them should be the skeleton or backbone of a publicity campaign. Experience teaches that it is idle to expect unsystematic, spasmodic or free advertising to achieve definite results. Valuable as it is, the publicity obtained must be centered upon the locality it is sought to advertise, and this can only be accomplished by that locality proclaiming its own message in its own way in much-read advertising mediums. When the Pacific Northwest as a whole shall have a joint advertising appropriation with which to achieve publicity, it will be wise to set aside a sufficient sum to maintain a press bureau for obtaining all the free reading notices possible, to pay a competent organizer and assistants to work up sentiment in favor of exhibiting our products at eastern fairs, and to expend the remaining portion, which ought to be by far the major portion of the appropriation, in paid publicity. An unparalleled amount of free advertising would be published as a result of a paid publicity campaign. Then no one could plan a change in life without having in mind the attractions of the Pacific Northwest. No one would think of emigrating to any part of the world without first having investigated what we have to offer.

#### NEWSPAPERS FROM 200 PLACES.

A downtown newsstand has on sale newspapers from 200 of the principal cities of the United States and Canada, as well as the important papers published in Mexico and Cuba. The stand was established a few weeks ago as a branch of a similar enterprise which has been conducted uptown for about a year. The promoter got his idea at the St. Louis Exposition, where he sold newspapers from many other cities to a horde of visitors. Seeing the possibilities of his peculiar field he has widened it until the business is now carried on at the Florida and California winter resorts, visitors from New York and other large cities being catered to especially.

In conducting the New York stands, their proprietor aims to fill the wants of many classes of individuals. His clientele is wholly cosmopolitan. At the uptown stand he carries newspapers from London, Paris, Berlin, Budapest, St. Petersburg, and Yokohama and Manila in the Far East. The persons who patronize the uptown stand are mostly transient hotel guests, such as the buyers who flock to New York at different seasons from a hundred or more large cities of the country. Actors from the West and South, persons who come to New York on pleasure; in fact, a great many strangers find their way to the stand. Downtown, the class of buyers is somewhat different. Here one meets with working men and women who belong to other cities, but who do not get home papers with any regularity. These persons are ready purchasers.—*New York Evening Post*.

## ONE WAY TO SOLICIT LOCAL ADVERTISING AND GET IT.

The local advertiser, perhaps more than any other, has got to be "shown." Near-advertising, done years ago, or an unfortunate experience of some brother merchant who was led to expect impossibilities, has made him skeptical, and, generally, he has little money to experiment with. Shining examples of advertising successes, like Wanamaker, Marshall Field, and other great retail merchants, don't go with him. He wants to be shown how his small business can be increased through good advertising, and how to do such advertising.

He has got to be convinced, first of all, that advertising is a powerful business force—that it exerts a well-nigh irresistible influence on trade—and the big general advertisers like the Royal Baking Powder Company, the Regal Shoe Company, the Quaker Oats Co., and similar concerns will do for that; but to produce an impression that will crystallize into cash for the publisher, there must be, in most cases, a local example of success through advertising, or an actual demonstration.

The demonstration is by long odds the best, but by no means the easiest, way to convince the skeptical retailer. Still, it can be done, and all things considered, it is perhaps the cheapest way for the publisher to get the business.

To begin with, the solicitor should not approach the possible advertiser empty-handed. He should go to the non-advertising merchant with a fair knowledge of his advertising needs, about how much space he can afford to use at the beginning; about how much he must use in order to make the demonstration a success—and even what lines of goods will find the readiest acceptance if properly advertised. This information will not be hard to get in the smaller towns, and with it the solicitor can not only impress the non-advertiser that

he has given that particular proposition a great deal of study, but can also lay out a plausible, workable plan for him.

The special sale is by all means the best method for a trial. Get the merchant to consider a sale, or rather a series of sales, a day or two apart, in each of which a real bargain is offered. Get him to offer at cost, or a little below, some article whose regular price is well known, and on which there is a good margin, so that the cut in price will really be a deep one, and have each of the sales for one day only, so that competitors may have no opportunity to meet or beat the price and advertise it while the sale is on.

Then write the copy, and remember to write it *at your customer* while you're writing it *to his customer*, for the ad, if properly written, will convince him as well as them. Something like this, for instance:

Regular 50 cent Dish-pans for 25 cents.  
Just to Get Acquainted.

The merchant's greatest problem is to get people into his store; to get them to see his goods, and become interested in them; to get strangers in; to get enough of them—and to get them often enough—to keep old acquaintances coming by renewing their interest. To advertise regular goods at regular prices is not always sufficient—no matter how worthy the offerings—to sell some one good thing at a loss for a single day will often bring new customers, who will continue to come and buy liberally at our regular, reasonable prices. Therefore, just to get acquainted, and to renew old acquaintanceship,

We Have Planned to Lose \$.....

To-morrow—Thursday—

By Selling Regular 50 cent Dish-pans at 25 cents each.

Only One to a Customer.

In other words, we pay you to come in and look around, for, while you will not be asked to buy anything else, you are bound to be impressed by the size and completeness of our stock and our low prices, and to see something you will want and come here to buy, now or later. We shall count it a favor if you will look at the following new goods which are unusual in quality and price:

(List of attractive offerings.)

Get the skeptical merchant to try this scheme. Have him fill his window chock full of bright, new dish-pans with a card stating the regular and the special prices and the purpose of the sale. Have him put the dish-pans where buyers will have to pass other goods to get them, but not in an inconvenient place, and have enough salespeople to wait on the cus-

tomers promptly. Tell him to compare the gross sales for each sale day and the days between with the gross sales for corresponding days in the previous month and year, after deducting the total of the special sales, and see how he likes it. But be sure to tell him that the cumulative results of such sales will be much greater and more profitable than any immediate results possibly can be—that such sales make mouth-to-mouth advertising not to be had in any other way and bring a reputation for low prices.

After the first few sales, held at intervals of only a few days in order to get quick and wide attention, there should be something special doing about once a week to keep up the interest, but it will rarely, if ever, be necessary to conduct subsequent sales at a loss; in fact, if the goods are wisely chosen a neat profit may be cleaned up on the later specials with a lot of "velvet" in the way of profits on incidental sales of goods at regular prices and very valuable publicity.

It needn't be dish-pans, but in any case should be some comparatively small or light article that the customer will be likely to carry away, and that may be bought in quantities without tying up much money—a staple, too; something that is in common demand and always salable.

Unusual ways of selling things will often attract attention and make sales, even when the price is not particularly low—oranges by the peck—witch hazel by the pint or quart—quinine pills by the hundred, etc.

A bright solicitor can see from the outside of a business possibilities along these lines that would never occur to the average retailer, who is too close to his goods and too prone to follow the usual methods; and the solicitor who works out and presents a successful selling scheme is pretty sure to get a contract.

The trouble with the average solicitor, as with the average publisher, is that he has no real faith in the value of the space he is

selling, and therefore no genuine enthusiasm; but perhaps the solicitor so handicapped will get and hold more business in the long run than the one who is enthusiastic because not well informed, and makes promises for advertising which are impossible of performance. An advertiser once lost through such a blunder is likely to be lost forever. "A burned child keeps its hands off the kitchen range," to paraphrase an old saw.

C. J. WEIL of Pittsburg has come to New York to represent the *Gazette Times* and *Chronicle-Telegraph*. His headquarters will be with the Hand, Knox & Cone Company.

#### WHEN TO QUIT.

An English journal requested a number of its largest advertisers to give their opinions concerning the best time to stop advertising, and the following replies were received:

When the population ceases to multiply and the generations that crowd on after you and never heard of you stop coming on.

When you have convinced everybody whose life will touch yours that you have better goods and lower prices than they can get anywhere else.

When you stop making fortunes right in your sight solely through the direct use of the night agent.

When you forget the words of the shrewdest and most successful men concerning the main cause of their prosperity.

When younger and fresher houses in your line cease starting up and using the trade journals in telling people how much better they can do for them than you can.

When you would rather have your own way and fail than to take advice and win.—*American Correspondent.*

#### ON THEIR WAY.

During a newspaper men's convention, a number of journalists were one afternoon talking of the tricks of "the faithless types," when "Marse" Henry Watterson said:

"While I've heard of a great many funny typographical breaks in my time, about the oddest and most humorous transposition of the types that ever came within my observation was that in a New York paper some years ago. That sheet used to print its shipping news on the same page with the obituaries. Imagine the glee with which its readers found the captions exchanged one morning, whereby a long list of respectable names were set forth under the marine head, 'Passed Through Hell Gate Yesterday.'"—*Harper's Weekly.*

## BRIEFS IN BEHALF OF NEWSPAPERS.

ABSTRACT OF ARGUMENTS BEFORE  
THE POSTAL COMMISSION TEND-  
ING TO SHOW THAT THERE IS NO  
DEFICIT, AND THAT ANYWAY  
NEWSPAPERS ARE NOT TO BLAME  
IF THERE IS ONE.

The Postal Commission authorized by Act of Congress, approved June 26, 1906, to make inquiry regarding second-class mail matter, concluded its labors at the Holland House, New York City, on Saturday, October 6th, and adjourned to reconvene in the City of Washington on November 26th. In all more than a score of persons appeared before the Commission to argue for or against the increase of the present one-cent-a-pound rate on second-class matter. The official minutes of the proceedings consist of some 1,400 typewritten folios, containing about 350,000 words. As the subject is one of great interest to publishers, and as the testimony will not be printed for several months, *PRINTERS' INK* has had prepared an abstract of the statements made before the Commission. A summary of the statement made by the Hon. Edwin C. Madden, Third Assistant Postmaster General, was published in *PRINTERS' INK* last week. In the present issue is given an abstract of the briefs submitted by newspaper publishers. Next week will be given a summary of the arguments advanced in behalf of magazines and class journals, including the agricultural press, and in *PRINTERS' INK* for October 31st the concluding article will be printed. The four issues of *PRINTERS' INK*, comprised between October 10th and October 31st, will therefore contain the most complete account obtainable of the proceedings before the Postal Commission.

### BRIEF IN BEHALF OF THE NATIONAL EDITORIAL ASSOCIATION.

On the morning of October 2d—the second day of the session—a committee of the National Editorial Association, represented by

Messrs. Benjamin B. Herbert, of the *National Printer Journalist*, of Chicago; Thomas P. Peters, of the *Brooklyn Times* and George T. Fairbanks of the Natick, Massachusetts, *Bulletin*, appeared before the Commission, the statement of the association being read by Mr. Herbert.

Mr. Herbert stated that the National Editorial Association was organized twenty-one years ago and represents about 8,000 separate publications, largely home weeklies and dailies, but also to some extent metropolitan dailies and agricultural papers. He thought the press of this country was doing a great work, and was deserving of special consideration at the hands of Congress, but denied that the cent-a-pound rate was in any sense a subsidy to newspapers. He argued that the low rate was made with the idea of favoring the people by facilitating the dissemination of information and quoted Thomas Jefferson in support of this contention. Any radical change in the existing rate would, he said, be ruinous to publishing interests and any change at all "would disturb present satisfactory conditions." If there are abuses, he said, legitimate publishers are not responsible for them. "The abuses should be corrected but existing business and property rights should be conserved." As to the difficulty of distinguishing "legitimate" publications from publications not legitimate Mr. Herbert thought there should be no difficulty about that at all. "Minnesota in her State law has a definition of a newspaper. It says a newspaper shall consist of at least four pages, five columns to the page, to be made up of varied news and other matters."

Before any publication is admitted to the second class Mr. Herbert thought it should be obliged to show that it can "serve the Government and serve the public." There ought to be definitions of newspapers, periodicals, etc., so that a postmaster "would be able to look at a paper and know whether it is a newspaper

or not, and do away with all this long hearing and argument about forms and everything of that kind. All that is necessary is to define what is a legitimate publication and fix the rates of postage." In order that there might be no difficulty in the future in recognizing newspapers, periodicals and trade papers at sight, Mr. Herbert submitted some definitions of his own.

A newspaper is that which is rendering service in giving news, in giving facts, in giving varied conditions. A periodical should have something more than stories; it should be something that does not deal in stories alone but in literature, in facts. A trade paper should be one that gives news in regard to trade, and facts with regard to trade.

The balance of Mr. Herbert's address was about on a par with these definitions. It contained no new facts and the most valuable suggestion made (relative to increasing the efficacy of the rural free delivery service) had little to do with the subject that the Commission was appointed to investigate. It would be unjust to say that Mr. Herbert did not occasionally make a good point but the hits were few and the misses many. The effect of the whole argument was weakened by a tendency to wander into the realm of the unproved and unprovable.

#### STATEMENT OF THE AMERICAN NEWSPAPER PUBLISHERS' AS- SOCIATION.

Following Mr. Herbert there appeared before the Commission a committee representing the American Newspaper Publishers' Association, consisting of Messrs. Don Seitz, of the *New York World*; Herbert F. Gunnison, of the *Brooklyn Eagle*, and John Norris, of the *New York Times*. The last named gentleman presented the brief for the association.

The American Newspaper Publishers' Association, said Mr. Norris, was an organization embracing about 260 of the prominent newspaper publications of the United States. The members of this association objected to having their publications included with the so-called newspapers that

burdened the mails. "There is a material difference," said Mr. Norris, "between the newspapers printing the current news and many of the publications admitted to the second class. He thought that there had been undoubted abuses of the second-class privilege but claimed that the daily paper was not responsible for them. Mr. Norris said:

Anything that will help the postal service will have our support. . . We all agree that the postal service is doing a work of the highest economic value, that it is something more than a business enterprise, and that its results cannot be measured solely by a statement of receipts and expenditures. The uniform testimony of those officials who appeared before the Commission of 1898 shows that the daily newspaper is the least expensive article that is handled in the mail. Newspaper publishers conform to the law and give the least trouble. The work of postmasters and clerks is devoted largely to first-class matter. The first class is immeasurably more expensive to handle than second-class matter, when compared on the pound basis; furthermore, the Government cannot compete with the express companies in cost of service, within an area averaging 350 miles from the office of publication.

It is admitted that the abuses of the second-class privilege have done a great wrong to legitimate interests. Under the present law almost anything printed periodically, and that is not obscene, can get into the second class. It will also be admitted that that part of the second class that is growing abnormally is not that which is intended to inform or educate anybody. It is merely a medium through which certain wares can be announced for sale and whereby the public service is used for purely mercantile purposes. Thousands of these publications crept in through evasions and loose constructions of the law. Others, which were properly entered, have changed their character since admission.

#### POSTOFFICE STATISTICS UNRELIABLE.

"In spite of the reforms attempted by the Department we find," said Mr. Norris, "that after a lapse of six years the paid second-class weight has grown seventy-five per cent in volume as compared with a sixty per cent increase in the total postal revenue, and an increase of twenty-five per cent in the allowance for railroad transportation. Apparently the Department is powerless or else incapable of dealing with the situation."

But at the outset we protest against the loose and unwarranted statements



of the postal reports. The colossal fabric of false statistics which was built upon worthless reports to the Department officials of 1900, and the later indications of similar conjectures on "forced balances" have raised a serious doubt of the accuracy of all subsequent postal figures which are not based directly upon revenue and expenditures. The Walcott-Loud Commission reported that the count of 1890 was false, misleading and worthless. There was not a single reliable deduction from that count. The weighing had covered a period of seven days and had omitted the issues of the monthly magazines and periodicals. The new weighing was a surprise to all those who had long been connected with the service. The Department reports for 1898 showed approximately that a weight of 300,000 tons had been carried. Actually there were 750,000 tons carried. The postal statisticians said the weight of postal bags and equipment carried by the railroads amounted to nine per cent of the weight of the mails. It was actually forty-eight and four-tenths per cent of the total weight. We understand that only forty-three per cent of the matter carried on railroads was revenue producing. The Department had figured that the railroads were receiving an average of forty cents per ton per mile. They were actually receiving an average of slightly over 12½ cents per ton per mile, and the lowest payment was 5.85 cents per ton per mile on the densest lines. The average haul had been figured at 328 miles. It was 438 miles by one count and 484 by another. At present it may exceed 600 miles. The cost of carrying a pound of mail matter was reported at 6½ cents per pound per mile; it was 2¾ cents per pound per mile. The wizards of the Department who had misled Congress and the country for nine years have continued their loose methods of compiling statistics, and we still find postal reports based upon data of that false count of 1890.

One of the standards employed by the Department is the following table:

4 newspapers	make a pound
42 letters	"
165 postal cards	"
8 pieces of third-class matter	"
2½ pieces of fourth-class matter	"

Upon that table they figured from false weights and pretended to show how many pieces were handled by the Department. They told how many letters, how many newspapers, and how many pieces of third and fourth-class matter had gone through the mail. They guessed then, as they have guessed for sixteen years, about the weight of franked and penalty envelope matter. Congressman Bingham, upon data furnished by the Department, said, in April, 1900, that franked matter might cost the Government over nineteen million dollars a year, but no reasonable estimate of it will be possible until January, 1907. At that time we will know to what extent the Treasury Department has been sending roll-top desks and carpets through the mail, the Geological Survey its tents and paraphernalia, the Postoffice Department its sup-

plies, the onus for this pack-horse business of overloading the mails having been placed upon newspapers.

#### NEWSPAPERS PROFITABLE AT A CENT A POUND.

Mr. Norris said the members of the Association he represented questioned the Postmaster General's statement of the cost of carrying second-class matter. With data in their offices always available, he said, it did not occur to the heads of the Department to locate the precise source of the growth of weight of mail—how much of the second class consisted of daily papers, how much to magazines, how much to religious and temperance publications and business colleges, how much to the numberless schemes by which that privilege has been abused. "We have a right to complain," he added, "that the Postmaster General has ignored a most important factor in making his statement."

He has confined himself entirely to weight of matter, disregarding the fact that the compensation of all carriers is based upon the ton per mile, so that a shipment of newspapers at an average haul of 80 miles may be profitable transportation to the Department, while a load of magazines hauled 1,018 miles may cost the Government more than the ten cents, which the twenty-ounce magazines bring at retail on the newsstand in the distant city. Assuming the accuracy of the calculations which the Postmaster General has made that the second-class matter constitutes 67 per cent of all mail carried, that second-class matter costs at least 5 cents per pound to carry, that the average haul of all mail is 438 miles, we are quite sure that upon shipments of newspapers for the average distance of 80 miles delivered to waiting trains at point of origin, and called for at point of destination, the Government would make a handsome profit at one cent a pound. Senator Walcott in 1899 said there would be a profit on such shipments for a distance of 300 miles. The slightest inquiry would have shown the postal officials that daily newspapers have insignificant circulations beyond the 150 mile zone. At that distance local papers have the call. On the other hand, magazines weighing as much as twenty-two ounces per copy are not concentrated in any one section. They are diffused over large areas, and their average hauls in the mails are larger because they can take advantage of express rates for short hauls and can turn into the mails only that traffic which express companies will not carry for less than one cent a pound. Newspapers differ from magazines in this, that they cannot delay



their shipments to take advantage of all the conditions which express companies offer. They must go in the first train to preserve the value of their shipment.

#### CIRCULATION OF DAILY PAPERS.

Referring to the circulation of daily papers and the proportion that is distributed outside the city of publication, which is the only portion with which the Post-office Department has anything to do, Mr. Norris said:

The daily newspaper circulation may be divided into city and country. The circulation in the city of publication is much larger than in outside territory. Basing our estimates on data furnished by a number of morning and evening newspapers, we say that about 82 per cent of daily newspaper circulation is in the city of publication and 18 per cent outside, of which 6 per cent goes into the mail and 12 per cent by express or railroad company, or on special train. Mail circulations vary, however, in different localities. Afternoon penny papers differ in percentage from two cent and three cent morning papers. However, few newspapers have any considerable circulation at points more than five hours distant from the office of publication. In New York City the daily newspapers use 180,000 tons of print paper per annum, and they send 10,000 tons per annum through the mail for which they pay \$300,000. These figures establish the fact that we send less than 6 per cent of our total output through the mail. Daily papers in the United States use 700,000 tons of print paper per annum, which is equivalent to an average daily circulation of over twenty-three million twelve-page papers every day in the year, or two papers daily for every seven of the population. The Government has figures which will show how much of that goes through the mail as second class. Our insufficient data leads us to estimate that it is less than 70,000 tons out of a total of 330,000 tons of second-class matter carried. It is therefore evident that the Government must look elsewhere than to newspapers for that class of matter which gorges its mails. The figures of the New York Postoffice show that 60,000 tons of second-class matter are shipped by magazines and publications other than newspapers.

#### EXPRESS CHEAPER THAN MAIL.

Continuing, Mr. Norris made the point that in many instances the express companies carry newspapers for less than the cent a pound rate charged by the Government.

Of the outside daily newspaper circulation, most of it goes by express, because express companies are anxious to carry it at less than the postal rate of one cent a pound. The Pennsylvania Railroad carries for one-quarter

of a cent a pound as far as Pittsburg. Out of Boston the charge is three-eighths of a cent. In other localities half a cent. Five special trains carry twenty-seven car loads of newspapers every Sunday out of New York City. The papers sent by express or by railroad direct are the last articles to reach the waiting train and the first to go off at destination. In many places the postal facilities are too slow for newspaper service. This is especially true of evening papers. Express companies call at the office for the papers and frequently deliver them at the agent's store, whereas shipments by mail go only from the postoffice origin to the postoffice of destination. Some evening papers send less than two per cent of their circulation by mail. The Government has a monopoly of the business of carrying to the single subscriber, but it obtains only a part of the much larger shipment of daily newspapers which go in bundles to country agents. The express companies fix their rates at a figure which will draw business from the mails. If, therefore, the price of second-class mail matter should be raised, we believe the express rates would advance accordingly. The count of 1899 established the cost of railroad transportation at 12½ cents per ton per mile. If, then the average haul of newspapers is only 80 miles, it is obvious that the cost of transportation is only \$10 per ton, or half a cent a pound, one half of what the newspapers are now paying the Government for postage. Where, then, does it appear that the newspapers are sharing in any subsidy for the transportation of second-class mail matter? *[This part of Mr. Norris' argument was weakened by his admission under cross examination that he didn't know positively that the average haul of newspapers is only 80 miles—it might be more. Officials of the Post-office Department are now at work trying to determine the average haul of various classes of mail matter].*

#### DAILY PAPERS NOT PROPERLY CHARGEABLE WITH CLERK HIRE.

Mr. Norris argued that very little of the seventy-five millions paid yearly to postal clerks and letter-carriers could justly be charged to the account of daily papers, which are handled in a manner entirely different from the treatment accorded first-class matter.

Ninety-three per cent of all second-class matter sent out from New York City is sorted and ready for the mail cars without handling at the postoffice. *[This was denied by Mr. Edward M. Morgan, assistant postmaster at New York, who said that the fully made-up mail amounted to but sixty-seven per cent].* Letters must go through the complicated and costly process of collection from mail boxes, facing, canceling, and working up in the office of origin, in postal cars en route, and a

corresponding process in the office of destination. Much of the daily newspaper mail in New York never goes to the postoffice. It is wrapped, routed, and weighed at the newspaper office and is delivered by the newspaper in closed pouches to the waiting train on what are called "catch tickets." Six-sevenths of the second-class matter credited to the New York postoffice in the month of July, 1906, was not daily newspaper mail. In other words, the daily newspaper shipment amounted to only 14 per cent of the total. At the destination the newsdealers are waiting for the bundles of "outside mail." As soon as the bundles are thrown off the dealers cart them away. Therefore the Government is put to no expense other than that of handling these packages on the train. Yet the Government is paying over seventy-five million dollars per annum for expenses with which the daily newspaper has practically nothing to do.

#### DISTRIBUTION OF THE NEW YORK "TIMES."

Referring again to express rates he said that the Pennsylvania Railroad carried newspapers from New York to Philadelphia for a quarter of a cent a pound and that this same rate was in many cases extended to points more than 400 miles distant from New York City. He said that the New York *Times*, the paper of which he is business manager, distributes only eighteen per cent of its total circulation outside of the metropolitan district. Of this eighteen per cent fourteen per cent goes by express and only four per cent by mail, and nearly all of it to points within 100 miles of New York City. He admitted that for long distances the mail was cheaper than express.

Referring to sample copies he said that daily papers did not employ them to any great extent and would not object to a modification of the law excluding sample copies from the cent-a-pound rate. Speaking of the proportion that subscriptions bore to sales through news agents, he said he could speak from personal knowledge only of the paper with which he was connected—the New York *Times*—which was not a fair sample because it had a larger proportion of yearly subscribers than the average daily possessed.

Ours is not a fair sample, because—I may be pardoned because—I do not

want to unduly laud the paper with which I am connected—the New York *Times* has a large clientele among banks and investors, by reason of the fact that we print a great deal of financial news, and also by reason of the fact that we print a literary supplement and have a very considerable literary following all over the United States; so that we are far in excess of the average. Our subscription list is six per cent of our total circulation.

An evening paper, he added, would be apt to have a smaller subscription list than a morning paper.

#### RECOMMENDATIONS.

Mr. Norris submitted on behalf of the American Newspaper Publishers' Association a number of recommendations, the most important being in favor of excluding sample copies from participation in the cent-a-pound rate; advertising distinctions in favor of weekly papers and compelling country papers to pay postage on copies circulated within the county of publication; prohibition of clubbing and premium schemes that serve to make abnormal discounts upon the price of subscription; restriction of the franking privilege; exclusion of cut-outs, music, pictures and other matter not germane to news publications; prohibition of second-class privilege in all cases where the dissemination of public information is not the primary purpose of the publication; and a recommendation in favor of the right of court review upon decisions of the Postmaster General.

#### BRIEF IN BEHALF OF THE HEARST PUBLICATIONS.

Mr. Thomas T. Williams appeared before the Commission on behalf of the Hearst publications, namely, the New York *American* and *Journal*, the Boston *American*, the Chicago *American* and *Examiner*, the San Francisco *Examiner*, the Los Angeles *Examiner* and Hearst's *Home* and *Fireside*. The present postal rate on second-class matter (said Mr. Williams), was fixed for the benefit of the people, not for the benefit of the publishers, and the people have had the benefit of it entirely. They have also been given

the benefit of reductions in the cost of paper and printing. "When the law was passed, the largest newspaper in the United States was four pages, and sold for five cents. At present you can get a twenty-four page paper for one cent. The difference in value of the white paper is the difference between sixteen cents a pound and two cents a pound." Referring to the deficit Mr. Williams said:

The causes of the deficit are not due to the second-class matter altogether. Railroads are paid in some cases too much. Routes are stuffed at weighing time. The best proof, however, of my statement is that the railroads and express companies solicit our business and carry it for less than the Government charges.

Mr. Williams stated that in California the express charges on newspapers to agents are fifteen cents per hundred copies anywhere in the State, and twelve and a half cents to competitive points.

A hundred ordinary newspapers will weigh 22 pounds. Sunday papers will weigh a pound apiece, and 100 pounds are carried for fifteen cents. That is one half of the lowest commodity rate known to any railroad of the United States for any long haul. The low commodity rate from New York to San Francisco is 30 cents per one hundred pounds—say \$6 a ton.

Mr. Williams referred (as did several other speakers) to the fact that newspapers route and deliver their own mail to the postal cars, saving the Department the cost of collection and distribution. Then he took up the subject of supplements, and expressed the opinion that the supplements and cut-outs used by the Hearst papers were of benefit to the public:

#### BENEFACTANT INFLUENCE OF THE "KATZENJAMMER KIDS."

The public wants these things and likes them. In the newspaper referred to by Mr. Norris (the *New York Times*), which caters to the financial and banking element, there are published periodical and regularly large masses of information about stocks. There are some people who think that stocks are bad things. I do not care myself. Some people want them. Other people down on the East Side want the "Katzenjammer Kids" and in the country they like "Maud" and "Happy Hooligan," and they ought to have them. No Government can presume to differentiate between two things because

one is higher-toned than the other. You have got to make an even break between the rich man's journal and the poor man's journal. The less interference there is with a newspaper publisher, and the wider the latitude permitted him, the better it is for the country and the Government.

#### OTHERS WHO APPEARED.

A number of other gentlemen appeared before the Commission to defend the interests of newspapers. Among these were: Mr. W. D. Boyce, who presented the brief of the American Weekly Publishers' Association; Mr. A. W. Glessner, and Mr. A. K. Lowry, representing the Inland Daily Press Association; Mr. W. E. Blackburn, president of the Kansas Editorial Association, and Mr. John J. Platt, representing the Republican Editorial Association of New York.

THE *American Sportsman*, published by the M. T. Richardson Company, New York, has absorbed *Canoeing*, and will in future contain a department devoted to this branch of sport.

#### COMPREHENSIVE.

Some "home-made" advertisements are quite amusing when they get into print, says an exchange. Here is the soul-thrilling announcement of an enterprising Nova Scotia merchant just as he keeps it standing in his own town paper:

#### A. B. FORREST,

Dealer in

Soft and Hard Coal, Ice Cream, Wood, Chocolate Caramels and Tar Roofing, Lime, Cement, Perfumery, Nails, Putty, Spectacles, and

Horse Radish.

Plumbing, Gas Fitting and Undertaking in all its Branches.

Hides, Tallow and Maple Syrup. Fine

Gold Jewelry and Silverware,

Salt, Glue, Codfish and

Gen's Neckwear,

Steam Fitting and Fire Extinguishers, Undertaker and

Confectioner.

Diseases of Horses and Children a Specialty.

REMEMBER that the most successful men boast the least. Don't believe all you hear about your competitor's success until he has had a chance to spend his profits.

MORHS will desert the tallow dip for the brilliantly lighted lamp. The fickle public will forsake the obscure jeweler for his well-advertised competitor.—*The Wallace*.

## MISREPRESENTATION BY PUBLISHERS.

Publishers of books have discovered, or think they have discovered, that an effective inducement to a prospective purchaser is the knowledge that many persons have bought and presumably read with delight the offered product. Hence the frequency of announcements to the effect that so many thousands, or hundreds of thousands, or copies of a certain book, usually a novel, have been sold or at least printed. We do not doubt that some reputable houses are scrupulously exact in making such statements; but, in the majority of cases, the figures present a woful exaggeration. We have too much respect for the intelligence of the American public to believe that they are regarded seriously, and yet their presentation must have some effect or publishers would not persist in the usage.—*North American Review.*

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be rendered.

### WANTS.

**WRITE-UP MEN**—Send me your notes and I will write your articles at ten cents per 100 words. Address "J. A. W.," care Printers' Ink.

**MAN** who can locate strongest selling points and write convincing copy. Give details of experience. "SELLING," care Printers' Ink.

**WANTED**—Manager and editor or advertising man, desires position on daily, experienced newspaper man. Married. "NEMO," care Printers' Ink.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**WANTED**—Position as Pressman; experienced on six or eight page paper; Cox Duplex Flat-Bed Perfecting Press; references. Address "G.," care Printers' Ink.

**PRIVATE SECRETARY**—Young man of good personality. Must be rapid stenographer; experienced in dealing with men. Call, write. HAPGOODS, 305 Broadway, N. Y.

**EXPERIENCED** advertising solicitor wishes to represent high grade Trade publication in New York and vicinity. Address for particulars, "SOLICITOR," care Printers' Ink.

**ADVERTISING** salesman wanted for real estate monthly and news weekly. Must be able to invest \$2,000 or more. Apply DRAWER G, Mantou, Manitoba.

**NEWSPAPER POSITIONS** open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

**ADVERTISING WRITER**. Young, systematic, strictly temperate, hard worker, initiative and executive ability; good correspondent. J. C. OWERS, Silver Lake, Mass.

**"ADVERTISERS' MAGAZINE"**—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 215 Grand Ave., Kansas City, Mo.

**WANTED**—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desires party able to buy an interest and take full charge of the business. For particulars address "L. E.," care Printers' Ink.

**A CHICAGO Special Agent** who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is at liberty to refer, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works for. Address CHICAGO SPECIAL, care of Printers' Ink, New York.

**WANTED**—A man to act as advertising manager who has had some experience and who is competent to solicit among local advertisers and write advertising copy.

The situation to be offered is a permanent one on a newspaper in a city of over fifty thousand inhabitants. Please state age and experience, giving confidential references, and address FRANKLIN, care of Printers' Ink, 10 Spruce St., New York City.

**ADVERTISING MANAGER** of successful daily wants to connect with newspaper, magazine or good adv. proposition in the East. Am not out of a job; never have been. Have ability, brains and can get the business. Direct ten solicitors on well-known paper am with, and increased earnings 30% last year. Can fill the bill where executive ability, initiative and business is needed. Thoroughly experienced, highest references. "A.," care Printers' Ink.

**50¢ TO \$10 A DAY** made by conducting a MAIL-ORDER BUSINESS at home or office during spare hours. Small expense starts you. We furnish catalogue, stationery, advertising, etc., supplying merchandise as orders come in to you. Big profits and cash coming in daily. Fine line specialties and novelties. Grand opportunity for ad-men, printers, bookkeepers, clerks, stenographers—in fact, any one—to increase income. Catalogue and terms for stamp. CHICAGO SPECIALTY CO. (Est. 1885), Chicago.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL, Advertising and Business Expert, 145 Metropolitan Annex, New York.

**YOUNG MEN AND WOMEN** of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## CIRCULATION POSITION WANTED

by man of large experience, qualified to make good as manager, also familiar with subscription work and special propositions; favorably known by the news trade throughout the U. S., especially by the New York people. PRESS BOX 426, N. Y. City.

## WANTED

In several States, experienced men as exclusive agents for handling Commercial Calendars, Catalogues, and Show Cards. Best references required.

**CAMPBELL ART CO.,**  
Flatiron Bldg., New York.

## MAN WANTED

I want to hear from a high-class man, with a clean record, who is a good space seller and who can direct the advertising department of a high-class monthly journal which is just starting; an attractive future for an able and self-reliant man. State age and experience, also salary wanted. Must be willing to locate in St. Louis for a short time - later in Chicago. Address "N. H. J.," Printers' Ink.

### SUPPLIES.

**JOB TYPE**—Complete fonts, \$1; list free; hand and foot printing presses, stands, cabinets, etc. **KUESNER**, 246 E. 125th St., New York.

**NEW TYPE** at reduced prices. Catalogue free. Also manfr. of Paragon paper cutters. **NEIL CAMPBELL**, 72 Beekman St., New York.

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## A 9-Inch Agate Type Rule

made of metal. Measures both leaded and solid. Other type measures and type tables embodied, 50c. postpaid. Get folder. **L. ROMMEL, Jr.**, 61d Merchant St., Newark, N. J.

**PASTE** for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. **Bernard's Cold Water Paste** is positively best. **Virginia-Carolina Chemical Co.** use it exclusively in its factories. Sample free. **CHAS. BERNARD**, Tribune Building, Chicago.

**89 Adwriting Rules** (Enlarged Edition) gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. 25c. Stamps or coin. A quarter's worth or the quarter back. **L. ROMMEL, Jr.**, 61d Merchant St., Newark, N. J.

### ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

**AUTO-ADDRESSER**—An office machine that saves 50 per cent. Besides selling the "AUTO-ADDRESSER," we make an Imitation TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

**AUTO-ADDRESSER**, 310 Broadway, N. Y.

### ADWRITING.

**I WRITE** good advertising, booklets, form letters and store papers. **R. E. GRANDFIELD**, Fall River, Mass.

### COIN MAILER

**\$2.** 60 PER 1,000. For 6 coins **\$3.** Any printing **ACME COIN MAILER CO.**, Burlington, Ia.

### COIN CARDS.

**\$3** PER 1,000. Less for more; any printing **THE COIN WRAPPER CO.**, Detroit, Mich.

### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price **\$12.** **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

### PHOTO-ENGRAVING.

**PHOTO-ENGRAVERS**, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.**, New York.

### TO ADVERTISERS.

**LET US DISTRIBUTE** your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada we can distribute your matter more effectively and for less than half the cost to you in any other way. **OUR DISTRIBUTORS' DIRECTORY** mailed free to advertisers desiring to make contracts direct with our Distributors. We Guarantee Good Service. References—Bradstreet. **NATIONAL DISTRIBUTING CO.**, 700 Oakland Bank Building, Chicago, Ill.

### TRANSLATIONS.

**SPANISH** translations and commercial correspondence. Address **THE SPANISH-AMERICAN BUREAU OF COMMERCE**, Jamaica, N. Y.

### DIRECTORY OF NOVELTY MANUFACTURERS.

**AGENTS** wanted to sell ad novelties, 5% com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

**CRYSTAL Paper Weights** with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**FOR** live advertising novelties, specialties, business souvenirs, calendars, signs, read **THE NOVELTY NEWS**, official organ of the manufacturers. Full of suggestions, illustrated. 60c. a year. 1734 Washington St., Chicago.



**WE MAKE 900 Adv. NOVELTIES** that live **LONG** and talk **LOUD**. List 23 is **FREE**. Get it now. **ADV. NOVELTY CO.**, Chicago.



### CARTOONS.

**CARTOONS** furnished publishers by an experienced N. Y. newspaper artist. Service prompt very reasonable. Address "CARTOONS," care Printers' Ink.

### ADDRESSES FOR SALE.

**MAILING LIST**—Denver business complete classified 7,000 names. Issued quarterly. \$1 per year. **BROWNELL GUIDE**, Denver, Colo.

### LETTERS FOR SALE.



**24,000 AGENTS' LETTERS** for SALE. We have 24,000 original first reply agents' letters. They have sent us over \$12,000 for our goods. We will sell cheap if all are taken at one time. **DOMESTIC MFG. CO.** (Desk 8), MINNEAPOLIS, MINN.

### BOOKLETS.

**AD POINTS.** A booklet for the retailer. Money's worth or money back, 25 cents. **J. H. HATHBUN**, Sedalia, Mo.

**NEWSPAPER PUBLISHERS**—We have just issued a little book of 68 pages that will aid in getting more holiday advertising than you ever had in your business career. It speaks for itself. Price **\$1.** **TIMMONDS PRINTING CO.**, Portland, Ind.

### ADVERTISEMENT CONSTRUCTORS.

**THE "EAP-MARKS"** of a successful bit of Trade Literature, of a really good circular, for instance, are these: Descriptive Matter—clear, concise, comprehensive, no brag, no bombast, and with its claims to superiority kept well inside of the actual truth. Always decorous, but never dull, "cripp," pertinent, readable. Illustrations, artistic in their execution, and adequate to supplement the descriptive text. To such a combination add a distinctly original, tasteful typographic treatment, and the outcome is a document with bright prospects of escaping the waste paper basket. Would you like me to mail you a few "object lessons" in such Trade Literature? No postal cards, please. No. 82. **FRANCIS I. MAULE**, 402 Sansom St., Phila.

## PATENTS.

## PATENTS THAT PROTECT.

Our 3 books for inventors mailed on receipt of 5 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

**S** **SHEPHERD & PARKER,**  
Solicitors of Patents and Trade Marks  
508 Diets Bldg., Washington, D. C.  
Highest references from prominent manufacturers.  
Hand book for inventors sent upon request.

## ADVERTISING MEDIA.

**R** **EAACH** 1,200 homes in Troy and Central Miami  
County, Ohio, by using the **RECORD.** Only  
daily. Delivered directly to 800 homes in city  
alone. Read by women. Rate, 2-7c. line, net.

## The Farm Queen

## Guarantees Returns to Advertisers

Let us insert your ad in **FARM QUEEN.** If same does not pay you, don't pay us. Send ad, at rate 50c. per inch each insertion. Forms close 25th each month. Address  
**THE FARM QUEEN, Baltimore, Md.**

## FOR SALE.

**S** **SACKFICE SALE**  
S of Hoe Web Perfecting Press; will print 10,000 eight-page papers or 20,000 four-page papers per hour, in perfect order. Must be sold at once. Buyer names the figure. Address **THE SUNDAY ADVERTISER, Trenton, N. J.**

**FOR SALE**—Campbell Cylinder Press; prints a six-column folio newspaper; speed 1,200 per hour; as good as new; does excellent job work; can be seen in operation. Price, \$275, \$100 down gets it. Owner has discontinued his newspaper. **THE SUMMERSETT PRESS, Red Bank, N. J.**

**FOR SALE**—Complete Simplex Typesetting Machine Outfit, guaranteed first-class condition, with 500 pounds 8-point type, almost new. Outfit cost over \$2,500. Must sell to make room for Mergenthaler Linotype. A bargain for quick cash buyer.

**H. F. HENRICHES, Litchfield, Ill.**

**FOR SALE**—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write **C. A. MCCOY, Lake Charles, La.**

## ADDRESSING MACHINES.

**A** **DDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO., 39 Murray St., New York, 401 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.**

## PAPER.

**B** **BASSETT & SUTPHIN,**  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

## ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY,** 1 Madison Ave.  
N. Y. Medical Journal advtg. exclusively.

**H. W. KASTOR & SONS ADVERTISING COM-  
PANY,** Laclede Building, St. Louis, Mo.

**THE IRELAND ADVERTISING AGENCY,**  
Write for Different Kind Advertising Service.  
925 Chestnut Street, Philadelphia.

**A. L. BERT FRANK & CO.,** 26 Broad Street, N. Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertising  
of all kinds placed in every part of the world.

## ILLUSTRATORS AND ILLUSTRATIONS

**A** **DVERTISING** Cuts for Retailers; good; cheap.  
**HARPER ILLUS. SYNDICATE, Columbus, O.**

## PRINTERS.

**P** **PRINTERS.** Write **R. CARLETON, Omaha,**  
Neu., for copyright lodge cut catalogue.

**W** **E** print catalogues, booklets, circulars, adv.  
matter—all kinds. Write for prices. **THE  
BLAIR PTG. CO., 514 Main St., Cincinnati, O.**

## HALF-TONES.

## NEWSPAPER HALF-TONES.

**A** 2x3, 75c.; 3x4, \$1; 4x5, \$1.60.  
Delivered when cash accompanies the order.  
Send for samples.

**KNOXVILLE ENGRAVING CO., Knoxville, Tenn.**

**H** **ALF-TONE** or line productions, 10 square  
inches or smaller, delivered prepaid, 75c.,  
5 or more, 50c. each. Cash with order. All  
newspaper screens. Service day and night.  
Write for circulars. References furnished.  
Newspaper process-engraver. **F. O. BOX 415,  
Philadelphia, Pa.**

## PUBLISHING BUSINESS OPPORTUNITIES.

## TRADE Monthly.

Circulation 3,500.  
Gross business \$14,500.  
Making good salary for owner.  
Can be bought right.  
Account owner's other interests.  
Large development possible.  
Price \$15,000.

**EMERSON P. HARRIS,**  
Broker in Publishing Property,  
233 Broadway, New York.

## CARD INDEX SUPPLIES.

**G** **ET** prices on Stock Cards and Special Forms  
from manufacturers. Cards furnished for  
all makes of cabinets. Special discounts to  
Printing Trade.

**STANDARD INDEX CARD COMPANY,**  
707-709 Arch St., Philadelphia, Pa.

Within the Past  
Year We  
Have Supplied  
**THE GOVERNMENT  
PRINTING OFFICE**

AT WASHINGTON, D. C., With Over

**100,000**

POUNDS OF

**MONOTYPE METAL**

WITHOUT A SINGLE COMPLAINT.

Has a record like this ever been surpassed  
in the manufacture of Printers' Metals?  
We make a specialty of the manufacture  
of Metals for Printers—Monotype, Linotype,  
Stereotype, Electrotype, Autoplate, Composi-  
type.

**MERCHANT & EVANS CO.**

Successors to

**MERCHANT & CO., Inc.**

SMEITERS, REFINERS,

**PHILADELPHIA.**

New York Chicago Baltimore  
Brooklyn Kansas City Denver

**PREMIUMS.**

**T**HOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. & YERUS CO., 47w. and 49 Maiden Lane, N. Y.

**MAIL-ORDER BUSINESS.**

**S**TART in a High-Class Mail-Order Business. Spare time or evenings at home. Big money in it. We print you either large or small catalogues with your name on them and supply good jewelry at wholesale. AMERICAN NATIONAL JEWELRY CO., 311 Wabash Ave., Chicago, Ill.

# SEYMOUR EATON

Advertising Counsel

1323 Walnut Street, Philadelphia

Mr. Eaton consults with large advertisers regarding the preparation and placing of advertising copy Conferences by appointment

## THE REASON WHY!

My news ink has always been guaranteed to be the best that money could buy, and in order to continue to uphold that reputation and keep pace with the mighty jumps that oil (used in the manufacture of news ink) has been making, I was forced to raise my prices. For the past three years I have been gracefully swallowing my medicine, thinking that prices would drop, but this year they soared out of all proportion, and I was completely knocked out. Knowing my customers wanted the best, I could not afford to cut the quality, so was forced to take the alternative. One cent a pound will not be much to the consumer, but it will go a long way toward helping me to come out on the right side of the ledger.

25 lb. kegs at 7 cts. a lb.	100 lb. kegs at 6 cts. a lb.
50 lb. kegs at 6½ cts. a lb.	250 lb. kegs at 5½ cts. a lb.
500 lb. bbls. at 5 cts. a lb.	

Terms f. o. b., New York, cash with order. Sample book of colored inks will be mailed on application.

ADDRESS

**Printers Ink Jonson**

**17 SPRUCE STREET, NEW YORK**



# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The important thing to bring out in the illustration of this Bi-Lock Hook and Eye advertisement is the device and not the lady. In a large advertisement the lady would not only be permissible but perhaps useful, but

quarter page magazine advertisement, which is assuredly an achievement. It is doubtful if anybody, except a piano manufacturer, could tell from these pictures that they were those of Emerson pianos. For this reason they lack utility. It is obvious that they do not add any attractiveness to the advertisement, therefore they have no excuse for existence on that score. Such being the case, what is the use of such illustrations in an advertise-

**KNOW the Feeling of SAFETY**  
**Bi-Lock** Hooks and Eyes  
 Highest grade in material, build and finish. Each card has 24 Bi-Lock hooks, 24 eyes, and 24 invisible eyes.  
**ASK YOUR DEALER**  
 If he won't supply you send us his name and 10 cents for each card desired.  
**The**  
**Bi-Lock Hook & Eye Co.**  
 Rochester, N. Y.  
 Boston Chicago St. Louis San Francisco



No. 1.

in a two inch single column ad the lady takes up too much room and necessitates making the picture of the hook and eye so small as to be almost useless. The advertisement marked No. 2 is not



No. 2.

only stronger in every way but brings out clearly the exact formation of the article advertised.

\* \* \*

The Emerson Piano Company has succeeded in showing both an upright and a Grand Piano in a

**Emerson**  
*"To know the future, read the past."*  
 The past record of Emerson pianos is their highest recommendation and strongest guarantee. In the fifty-five years since the first Emerson was made, these pianos have won the unqualified endorsement of  
**more than 85,000 purchasers**  
 The unfailing test of time has shown them to possess the most completely satisfying musical quality, and a musical endurance unsurpassed by any piano in the world.  
 If you are in real earnest to obtain a truly high-class instrument at an extremely moderate price, do not fail to write to-day for our catalogue of Upright styles and New Sheet Grand.  
**Emerson Piano Company**  
 107 BAVLSTON STREET, BOSTON

ment? They serve no purpose whatever and are repellant rather than inviting. If the space were large enough so that the piano could be made the basis of a pretty picture it would be entirely different. As it is, the illustration hurts rather than helps.

\* \* \*

Grafting a half-tone on a solid black back always produces an indifferent result, but some results are worse than others. This Silver & Company coffee pot advertisement is one of the very indifferent ones.

It doesn't look well to begin with, but that is not its worst fault. The sectional diagram of this pot shows boiling water on top, the strainer underneath, coffee in the filter below that, and coffee infusion at the very bottom. This is neither interesting nor illuminating, but those whose attention is drawn by the diagram have every right to expect that the process shown will be explained in the copy—very probably in an interesting way. In this they are disappointed, for the copy makes no mention of the cut whatever,

is artistic in appearance is not to be denied. In its original form this particular advertisement was tasteful and attractive. Unfortunately legibility is largely sacrificed. It makes no difference how

## The "Marion Harland" Coffee Pot



THE ACME OF COFFEE PERFECTION

COFFEE IN FILTER

COFFEE INFUSION

SOLD EVERYWHERE

**50 Per Cent. of Coffee Quality** is in the making. No matter what price you pay for coffee, it will not be good unless made right, and without good coffee no breakfast is enjoyable. The Marion Harland Coffee Pot makes the most delicious coffee you ever tasted and saves 40% of ground coffee.

Full nickel and chrome trimmed; substantially made. Trial Size Delivered for \$1.00

**SILVER & CO., 307 New St. Brooklyn, N.Y.**

nor does it throw any light upon the process by which coffee is made in the Marion Harland Coffee Pot. We are told that this pot makes the most delicious coffee you ever tasted and saves forty per cent; but not facts, reasons or arguments are given to prove the statement. This is not good advertising; the pot either should have been left out or its workings fully explained.

\* \* \*

Here is an example of the newspaper advertising now being done in New York by the Duffner & Kimberly Company. It is evidently intended to be extremely artistic and dignified, and that it

**THIS STATELY ROMAN ARCHITECTURE AND DECORATION WITHALL THE IMPERIAL DESIRES FOR IMPERISHABLE BEAUTY HAVE BEEN SHOWN FORTH IN THIS ELECTRIC LAMP**

**ELECTRIC LAMPS REPRESENTING EVERY PERIOD FROM THE CLASSIC TO THE MODERN ARE ON EXHIBITION AT OURS. BEAUTIFULLY APPOINTED SHOW-ROOMS, OFFICES**

**THE DUFFNER-KIMBERLY COMPANY**  
100 WALL STREET, NEW YORK  
 100 WALL STREET, NEW YORK  
 100 WALL STREET, NEW YORK



**THE ROMAN LAMP**

impressive an advertisement may be in appearance, if it is hard to read it will not be read by many of the very people whose patronage is sought. It is possible to secure effects of simple dignity and exclusiveness with clear, open, easily-read type.

#### WHAT ADVERTISING DOES.

Here it is in capsule form, as related by a prominent advertising manufacturer in Boston:

"I make two articles, very similar. One I advertise, one I do not. I have a big sale on the advertised item and merely make and sell the other so as to keep step with competition and especially to make it a little harder for the mushroom concerns.

"The retailer invests more in the advertised article but he sells it for more and he sure sells it. He can count his profit as soon as he buys—he knows that.

"He buys my other or second article or a similar non-advertised product of competitors. He owns it cheaper and would sell it cheaper but he finds he can hardly give it away.

"Advertising keeps my mill running, and living up to the claims made in the advertising costs me a little more money but it is worth while."—*Junior Everybody's*.

THE chief merit of a new booklet from the Central Bank and Trust Corporation, Atlanta is its completeness of description. One by one it takes up and describes the equipment, management, directorate and officers, commercial department, checking accounts, individual accounts, savings section, collection department, trust and investment, department, foreign exchange, safekeeping of securities, credit department, transfer of funds, loans and real estate department. A full list of stockholders is given, and also the corporation's by-laws. The booklet was compiled by the Massengale agency, Atlanta.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Four per cent is sure to look bigger in a savings bank ad than three and a half per cent, but it makes a difference sometimes whether you begin to get interest at the lower rate on the first day of the month following your deposit or have to wait for the higher rate till the beginning of the next quarter. Probably the average reader of savings bank

ads rarely, if ever, makes any calculation along these lines, but jumps to the natural conclusion that the higher rate means more interest. For this reason it would seem a wise thing for savings banks paying three and a half per cent to print tables like these, which were taken from the back of a card issued by the Excelsior Savings Bank, cor 23d street and Sixth Ave., New York:

### EXAMPLE.

Showing that a deposit made monthly in a Bank, paying interest at the rate of  $3\frac{1}{2}$  per cent per annum, interest beginning the first of every month, is more profitable than if 4 per cent per annum was paid, and interest began the first of every three months, as it does in nearly all the Savings Banks in New York City.

The Excelsior Savings Bank, cor. 23d St. and 6th Ave., allows interest from the first of every month.

Interest beginning the first of each month at $3\frac{1}{2}$ PER CENT PER ANNUM.		QUARTERLY INTEREST. Interest beginning the first of January, April, July and October, at 4 PER CENT PER ANNUM.	
January 1st. Deposit.....	\$50.00	January 1st. Deposit.....	\$50.00
February " " " " " " " "	50.00	February " " " " " " " "	50.00
March " " " " " " " "	50.00	March " " " " " " " "	50.00
April " " " " " " " "	50.00	April " " " " " " " "	50.00
May " " " " " " " "	50.00	May " " " " " " " "	50.00
June " " " " " " " "	50.00	June " " " " " " " "	50.00
Interest at $3\frac{1}{2}$ per cent added July 1st ..	3.04	Interest at 4 per cent added July 1st ..	2.50
	\$303.04		\$302.50
July 1st. Deposit.....	\$50.00	July 1st. Deposit.....	\$50.00
August " " " " " " " "	50.00	August " " " " " " " "	30.00
September " " " " " " " "	50.00	September " " " " " " " "	30.00
October " " " " " " " "	50.00	October " " " " " " " "	30.00
November " " " " " " " "	50.00	November " " " " " " " "	30.00
December " " " " " " " "	50.00	December " " " " " " " "	30.00
Interest at $3\frac{1}{2}$ per cent added Jan. 1st..	8.35	Interest at 4 per cent added Jan. 1st. ..	8.55
Principal and interest.....	\$611.39	Principal and interest.....	\$611.05

The other side of the card bears the following table—a kind of advertisement which always seemed to me a strong incentive to possible depositors:

Save the Dimes and the Dollars will take care of themselves.

A thousand men win competency by quietly saving their money, where one gets rich by speculation.

It's what you SAVE, not what you EARN, that makes WEALTH.

Start a BANK ACCOUNT ON ONE DOLLAR and watch it grow.

	Amt. Dep'd	Int. Earned	Total Amt.
5 cts. per day or \$ 1.50 per month for 5 years.....	\$ 90	\$ 7.72	\$ 97.72
10 cts. " " " " " " " " " " " " " " " " " "	180	16.23	196.23
15 cts. " " " " " " " " " " " " " " " " " "	270	24.53	294.53
20 cts. " " " " " " " " " " " " " " " " " "	360	33.25	393.25
25 cts. " " " " " " " " " " " " " " " " " "	450	41.59	491.59
30 cts. " " " " " " " " " " " " " " " " " "	540	50.17	590.17
40 cts. " " " " " " " " " " " " " " " " " "	720	66.79	786.79
50 cts. " " " " " " " " " " " " " " " " " "	900	83.73	983.73
\$1.00 " " " " " " " " " " " " " " " " " "	1,800	167.98	1,967.98

Every person, young or old, should keep a Bank Account, however small. By so doing you acquire habits of thrift and economy.

WILLIAM M. CRANE COMPANY,  
Makers of Gas Appliances and Gray  
Iron Castings.

Main Office: 1131 & 1133 Broadway.  
NEW YORK.

Editor Ready Made Department:

I am sending herewith proofs of a series of ads which are about to start in the New York dailies. These are sent in order that they may receive your valuable criticism.

Under separate cover I am sending an acetylene booklet which is just from the press and upon which I should be pleased to have your opinion.

Very truly yours,

WM. M. CRANE COMPANY,  
John M. Brock, Adv. Mgr.

be sure they are of metal, but as they are intended to imitate wood, and no doubt do so more or less faithfully in the logs themselves, it seems to me they should be made to look more like wood in the cut. Evidently, this cut was made by the zinc line process, which is wholly incapable of showing detail or nice gradations from black to white, as in a half-tone. Very likely the half-tone, even of coarse screen, would be but little if any better for newspaper use, but I think a wood-cut could be made which would

**THE**  
**GAS STORE**  
**VULCAN GAS LOGS**

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Fully 50% of air is mixed with the gas used in the Vulcan Log. This air is drawn in thru an original air-mixing device, and intensifies the heat, reducing the gas consumption. It also destroys every particle of carbon in the gas; consequently the Vulcan never makes smoke or soot.

This is but one of the advantages of the Vulcan.

Our Booklet tells of others. May we send it?

**W.M. CRANE CO**  
1131-1133 Broadway, Cor. 26 St  
NEW YORK

**THE**  
**GAS STORE**  
**VULCAN GAS LOGS**

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Sometimes, owing to change of gas pressure, Gas Logs require readjusting. This usually calls for the service of an expert and means expense.

Not so with the Vulcan.

Any one can adjust the Vulcan; simply nothing to it, and an expert is never needed.

This is but one of the advantages of the Vulcan.

Our Booklet tells of others. May we send it?

**W.M. CRANE CO**  
1131-1133 Broadway, Cor. 26 St  
NEW YORK

I think these are good ads because they go somewhat into "reasons why," explaining why Vulcan gas logs are free from the objections common to others, how they save gas, etc., as shown in the photographic reproductions herewith. But there is one thing about them that I don't believe will impress other people any more favorably than it does me, and that is the hard, cold, cast-iron expression of those logs. To

make the logs look less like iron and more like wood. The cut looks too stiff, as though the andirons and the logs had been posed to exact measurements. With one of the andirons placed at a different angle, or perhaps with both spread apart a bit more at the front, the effect would have been much more natural and pleasing. The copy is good and the display will surely get attention.

IOWA STATE SAVINGS BANK,  
405 Pearl Street,  
Sioux City, Iowa.

*Editor Ready Made Department:*

I will appreciate a criticism of the inclosed ad. Very truly yours,  
L. H. HENRY.

This ad, which came from the Sioux City (Ia.) *Tribune* and is reprinted below, is just a good regulation bank ad, noticeable principally for its display, which, in the original was quite strong because the display lines were set in bold gothics and the text, set in a fairly heavy, easily read type, was well indented. It is a mistake, where a display line is a part of the sentence following in smaller type to start the small type with a capital letter, because a capital usually indicates the beginning of a new sentence. This, of course, is a small matter, but in the aggregate these small matters go far to make or mar an ad.

#### NOW IS THE TIME

of year—the next two or three months—when it will be easiest for you to save money. Do not delay.

#### OPEN A BANK ACCOUNT

with us now by depositing your spare change. Add something to it each pay day and you will be surprised to see how rapidly these sums grow into a large amount. We help it grow, first by adding interest, and then by compound interest.

IOWA STATE SAVINGS BANK,  
405 Pearl Street.

We will cash your pay check.  
Open Saturday Evenings.

E. C. TOTTEN,  
1033 Lamont Street,  
WASHINGTON, D. C.

*Editor Ready Made Department:*

In your Ready Made Advertisement Department, issue of September 12th, you reproduce an advertisement for trunks, which was printed in the *Washington Star*. Above the advertisement you ask the question, "What stronger headline could there be for a trunk ad?" The line reads: "The trunk the baggage man won't smash up!" In my opinion, such a heading is awkward. Would it not be much stronger if it read, "The trunk the baggage man can't smash."

Very truly,

E. C. TOTTEN.

True; and yet, when we come to think about it, doesn't it mean the same thing? Anyhow that is

the reputation the baggage man was born with, has acquired or had thrust upon him.

*A Strong Life Insurance Appeal. From the Pittsburg (Pa.) Gazette Times.*

### The Risks Incident to Life

are even greater for those dependent upon you than you take yourself.

If you die, your financial troubles are over—but how about those who survive, who looked to you for support?

Is their interest in your earning power protected?

A policy in the Equitable Life affords absolute protection for family and business interests at very low ultimate cost—also makes the best provision for your own later years

THE EQUITABLE LIFE  
ASSURANCE SOCIETY,

Edward A. Woods, Mgr.,  
Equitable Floor, Frick Bldg.,  
Pittsburg, Pa.

*From Wanamaker's Ad in the Philadelphia Record.*

### Send These Plaids to School.

Ever since, many, many years ago, Queen Boadicea, of Britain, wore her "motley gown of many colors," the English family seems to have clung to plaids, and the fashion is constantly becoming more and more popular in this country.

You will find the prettiest of all the plaids made this year—either in America or abroad—arranged in Aisle 12, East. Let the school girls choose their own patterns.

Cotton and wool suiting checks, 37½c. and 50c.

All-wool suiting checks, 75c., \$1 and \$1.25.

All-wool tartans, 75c. and \$1.

Also a special all-wool plaid in great variety of designs, including ombre, black-and-white, green-and-bue, red and brown-and-tan combinations. \$1. a yard. Regularly \$1.25.

*A Pittsburg Post Scheme for Booming Want Ad Business, Probably Worked In Conjunction With the Confectioner (Whose Ad This, at First Glance, Seems to Be) at Small Expense.*

## Reymer's Sweets Are Free Again This Week.

Everybody knows that Reymer's means the best that the candy and confection trade anywhere can produce.

That's the reason the Pittsburg Post is going to give it away again this week—because it's the best, and because you like it.

Everybody who brings in a little 12-cent want ad of two lines next Friday or Saturday for the wonder pages of the big Sunday Post will receive a full half-pound package of Reymer's milk chocolate, the same package in fancy embossed box that costs you 30 cents at Reymer's stores. It can't be bought for a cent less.

And don't forget there are 500 titles from which you may select of the handsome bound books.

*An Enthusiastic One from the Denver (Colo.) Republican.*

Worse than gagging a reformer.

Eight departments chock full of new merchandise. This ad limited to a hundred words—Gee!

Let's just talk about shirts—\$1.50 let you into our strongest line—they're all new fall styles—not one last season's shirts in stock. We put some of our advertising appropriation into \$1.50 shirts—try to make 'em so good that when they do wear out you'll say give me some more of the same.

Coat style, cuffs attached or separate; pleated, stiff and soft bosoms; vertical stripes, all over figures, plaids and checks in a bewildering variety of new designs and color effects—let's look 'em over to-day.

THE GANO-DOWNS CO.,  
Denver, Colo.

*The Original Contained an Illustration Showing the Correct Position for a Scholar at the Desk and the Ad Seems Well Calculated To Get Serious Consideration by Parents.*

## Defective Vision in Children.

The faulty arrangement of school desks, etc., has much to do with the prevailing defective sight of the present day. If already near-sighted, glasses should be worn to relieve the strain and prevent further development of the trouble.

"A good position in writing. The back straight, the shoulders square, the work exactly in front, the eyes at least 12 inches from it."

A visit to the schoolroom would be time well spent, to make sure that your child is getting "a fair chance." It is your privilege to do so. Nay, more—it is *your duty*.

If you have the slightest suspicion that your child has defective vision, our tests will remove all doubt on the subject. We are both oculist and optician. We never recommend glasses unless positively required.

A. MARTIN (Inc.),  
Eyesight Specialist,  
128 S. Eleventh St.,  
Philadelphia, Pa.

*An Ad That Looked Well in the  
Bloomington (Ill.) Daily Pantagraph.*

## New Bracelets..

There is no prettier combination of nature and art than a white, well-shaped arm clasped by one of our handsome, late style bracelets, of which we sell so many this year.

We show you bracelets of solid gold, gold filled and Sterling Silver from a fraction of a dollar upward.

### NECKLACES

Necklaces are more popular than ever, and they surely ought to be, for if beauty is sought after there is no excuse for not buying.

Our stock is complete and we are prepared to suit you in any quality.

WILL H HOMUTH,  
The Popular Jeweler,  
South Side Square,  
Bloomington, Ill.

## CLIPPED AND PASTED.

On a certain dentist's window in the city appears the announcement: "Teeth extracted with great pains."—*Progressive Advertising.*

WAITING—"Did you ask the old man for his daughter?" "No, I'm going to wait until he feels the benefit of his fall advertising."—*New York Telegram.*

ACCEPTED.—"I hear that Boreleigh writes. Has he ever had anything published?" "Oh, yes; he sent a testimonial letter to a patent medicine concern once."—*Puck.*

YELLOW JOURNALISM—Weary Willie: "Great Scott! Look at the advertisements. Four pages of persons seeking work. The papers are full of horrors these days."—*New York Telegram.*

IN LONDON—"Step Inside—no waiting!" so read the announcement at a cheap restaurant newly opened for business in the city. Customers here evidently have to wait on themselves.—*Progressive Advertising.*

FRANKNESS IN ADVERTISING.—In another small general shop window is the legend: "New milk. Directly underneath this is another card bearing the words: "Our own make."—*Judicious Advertising.*

THE following advertisement, evidently written by a diplomat, recently appeared in a New Zealand journal: "Wanted, capable girl, for dairy farm, able to milk. Four good looking sons in the family."—*N. Y. Tribune.*

CHEERFUL.—Excuse all mistakes in this week's paper, as the editor is sick and the office devil did the writing. We will try and have a better sheet next week, as by that time the editor will either be better or dead.—*Ritzville News.*

THE LADY—"Yes, I advertised for a cook. Have you any references." Applicant—"No, ma'am. Oi did have, but Oi tore thim up." The Lady—"Why, how foolish!" Applicant—"Yez wouldn't be after thinkin' so, ma'am, if yez had seen thim."—*Chicago Daily News.*

INDIANA NOVELISTS DOWN SHAKESPEARE.—"Shakespeare Cigars—were 10 cents, now 5 cents." This, we regret to say, is the announcement on a placard in the window of a local cigar store. Our limited knowledge of the trade does not enable us to speak positively, but we suspect it appears in the window of more than one store. But one is enough. It clearly indicates a decadence of literary taste and of Shakespearean appreciation in this literary center.—*Indianapolis News.*

A MODEL TENANT.—Applicant—I see you advertised for a janitor, s.r. I am a married man—no children; neat, honest, patient and tactful!

Agent—I regret to say you would hardly do as a janitor, my friend, but wait. Couldn't I get you as a tenant?—*New York Globe.*

## THE UNEXPECTED.

Pay your subscription

When it falls due,

For the poor editor's

Pleasures are few,

Hand him a dollar,

Boost him a bit,

Then you will see him

Fall in a fit.

—*Birmingham Age-Herald.*

THE EARLY BIRD.—The card "Boy Wanted" had been swinging from the window of a publishing house only a few minutes when a red-headed little lad climbed to the publisher's office with the sign under his arm.

"Say mister," he demanded of the publisher, "did youse hang out this here 'Boy Wanted' sign?"

"I did," said the publisher sternly.

"Why did you tear it down?"

Back of his freckles the youngster was gazing in wonder at the man's stupidity.

"Hully gee!" he blurted. "Why, I'm the boy!"—*Oregon Tradesman.*

A CONNECTICUT newspaper editor once hired an Englishman as a reporter, and gave him as his first assignment a big fire in a nearby town. Arriving at the place, the reporter found flames pouring from the huge factory building. He seemed nonplussed and didn't know what to do. Finally he sent back to the office this telegram: "Have arrived and the fire is burning fiercely. What shall I do?"

Of course he was sent to write up the fire, but as it was now too late for the afternoon edition, the editor said something under his breath, and sent back the following reply: "Find out where the fire is the hottest and jump in."—*New York Tribune.*

WHEN Horace Greeley, founder of the New York *Tribune*, was in a petulant humor he did not care what he said to those who were unwise enough to bother him. One day a brother Universalist called at the *Tribune* office to remonstrate with Greeley because the paper had omitted to controvert those orthodox Christians who were filling the religious press of New York with revivalist sermons denouncing damnation to all but the elect. Greeley was writing and kept on doing so while the caller asked him whether he meant to let the doctrine go unchallenged in his newspaper—was that his idea of duty? At length Greeley's patience gave out; and, raising his voice, he said, "Not half enough people go to hell now, go there yourself." What became of the visitor is not known.—*Publishers' Commercial Union.*